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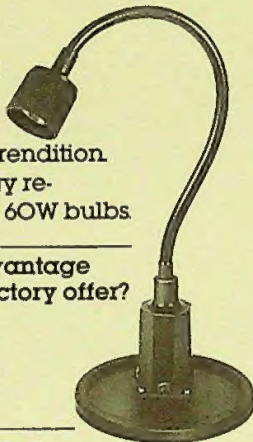
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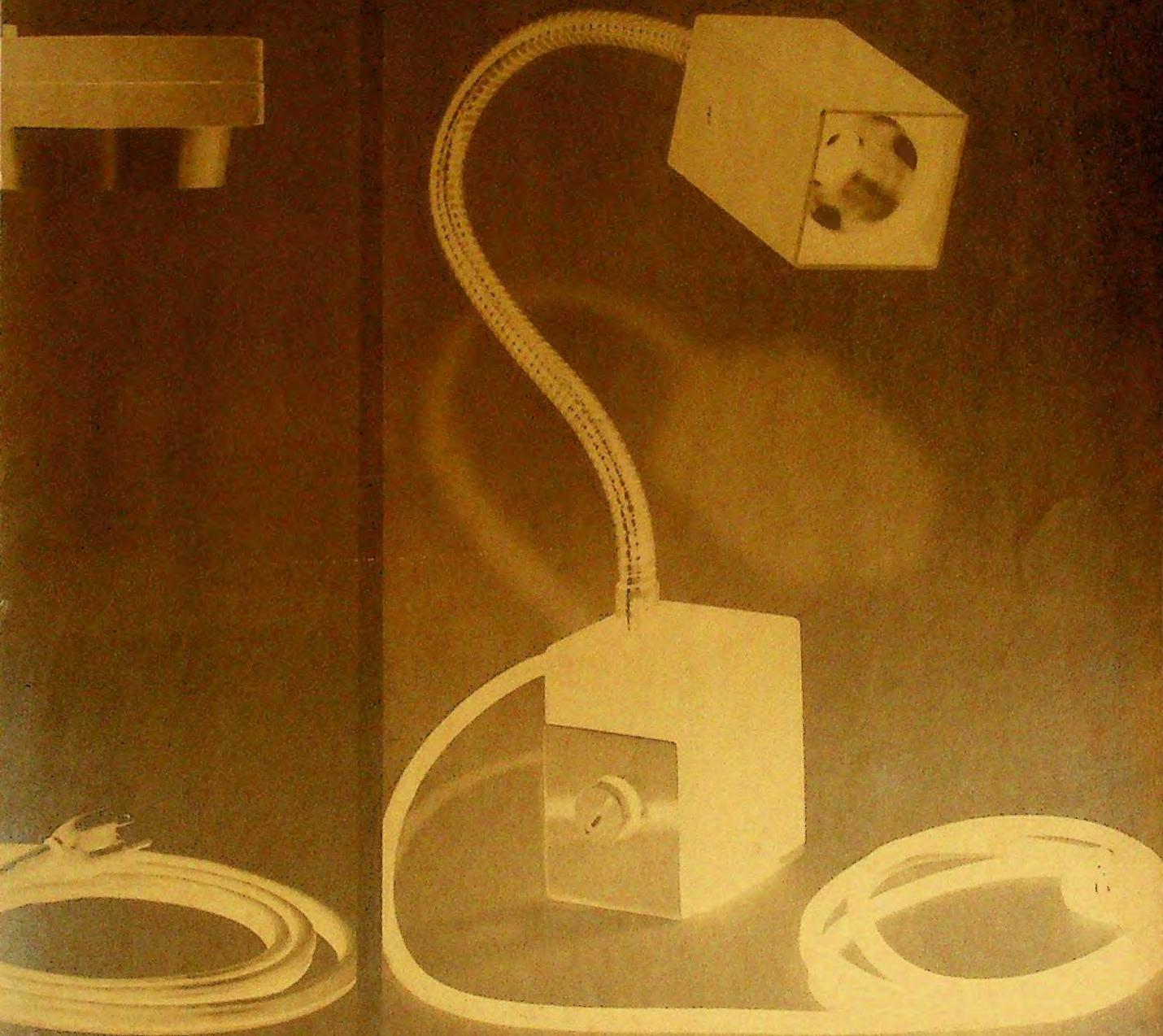
\* Project designers I.M. Pei & Partners.

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A-I



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36" Arm

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36" Arm

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LAMP BOX A-I



LIGHT & LIGHTING

1-1969

P. 25

LAMP BOX A-I

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LAMP BOX A-I



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A year's odyssey with VENTURE carries a regular subscription price of \$12.50, but you can join us now for the low introductory rate of \$9.50 . . . and save 24%.

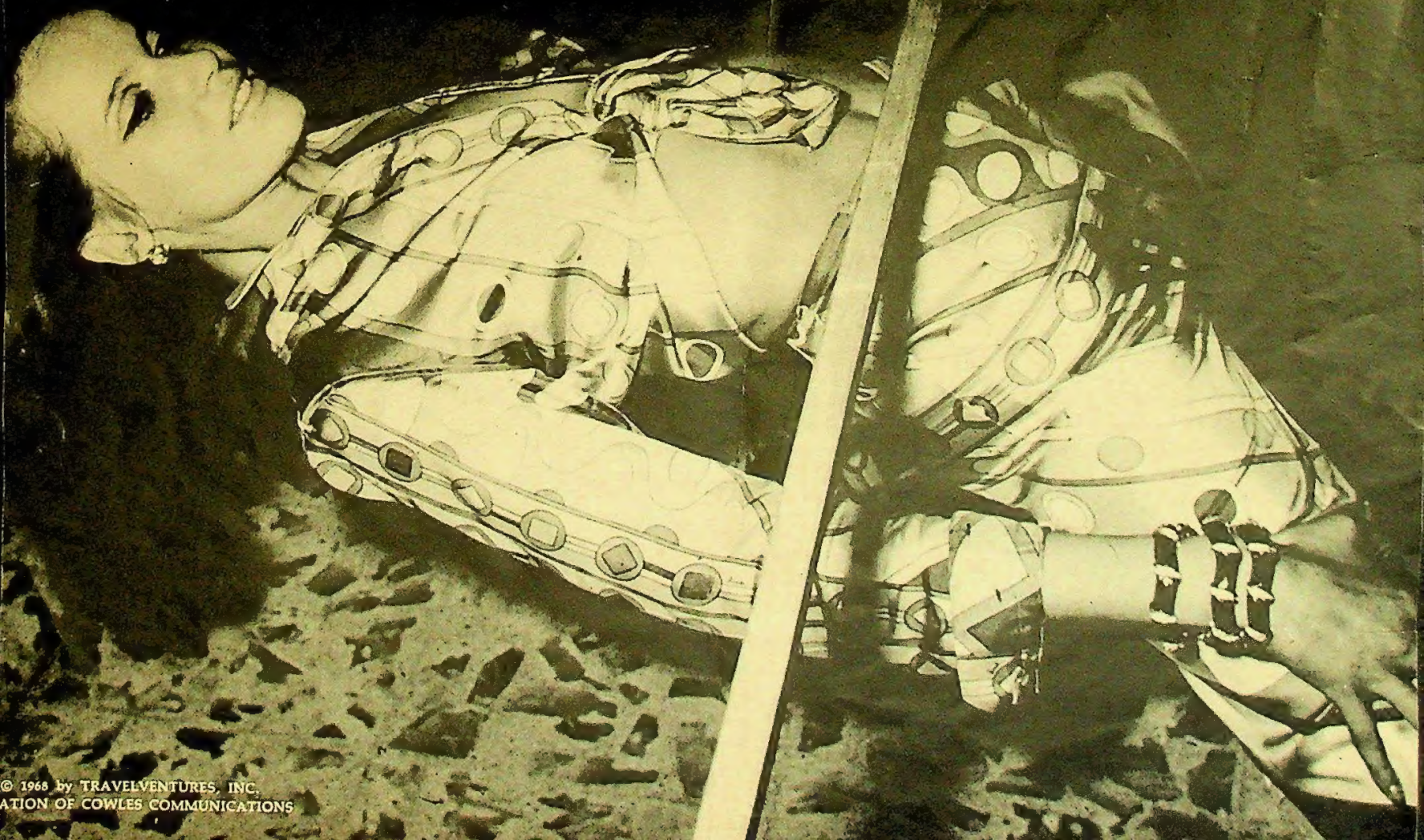
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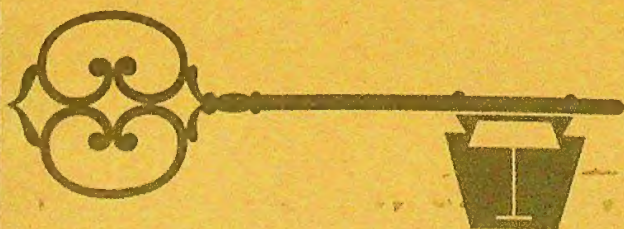


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at 230 Fifth Ave.*



*A distinguished new showroom was opened in Room 1404 at 230 Fifth Ave., recently, by Mario Sales, Inc., featuring a line of quality lamps, including lamps of leather, for which the firm has long been noted.*



*Lamps, fixtures and a new line of solid cast brass accessories are displayed in a showroom opened in June by Astro Lamps, Inc. and Mayfair Lighting, in Room 1707. Modern, traditional and contemporary styles are featured.*



*Tole by Tolen—William Tolen & Son, Inc., has a fresh and bright new setting in Room 503 at 230. The line also includes brass and bronze floor, wall and hanging lamps, as well as fixtures, poles and smokers.*

LAMP JOURNAL for September, 1966



## FIRST WITH THE FINEST — TWO NEW PORTABLE LAMPS

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designed and precision engineered with these fine ACME features:

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- ✓ Electrostatically spray painted for long lasting, beautiful finish.
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Model 5002  
Two Lite \$14.95

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**L AND P FIXTURES**—Several booklets on fluorescent and incandescent lighting fixtures for commercial, residential, and industrial applications are included in a new illustrated catalog from L and P Lighting.

Write No. A-110 on reader service card

**SYLVANIA FLUORESCENTS**—New Lifeline hour fluorescent lamps which use less power are subject of literature available from Sylvania Products. A relamping plan is included with descriptive data on the lamps.

Write No. A-113 on reader service card

**MOE RESIDENTIAL FIXTURES**—Hundreds of creative residential lighting fixtures are described in new 72-page color catalog from Moe Light Thomas Industries, Inc. Included are several sections of the fixtures in room settings.

Write No. A-114 on reader service card

**HOLOPHANE REFERENCE**—Valuable lighting reference data and complete specifications of the company's new lighting products are the subject of the new "Datalog" which Holophane Co. is offering to the lighting industry.

Write No. A-115 on reader service card

**RADIANT INDUSTRIAL LAMPS**—Many types of industrial incandescent and mercury vapor lamps for indoor and outdoor applications are shown in a 16-page catalog offered by the Radiant Corporation.

Write No. A-116 on reader service card

**POLARIZED LIGHTING PANELS**—Technical data and literature on multilayer polarizing panels which produce high visual efficiency, reflected and direct glare, and improve color rendition, are available from Polarized Lighting.

Write A-119 on reader service card

**ARTCREST LUMINOUS CHANGES**—Information on the Artcrests' process for the production of pre-laminated luminous lighting is available in illustrated booklet from Artcrest Products. Included are price lists and a glossary.

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**FLUORESCENT AND ELECTROFLUORESCENT LAMPING**—A new book, "Fluorescent and Electrofluorescent Lamping," is available from the Illuminating Engineering Society. It contains information on the design and installation of fluorescent and electrofluorescent lighting systems.

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**FLUORESCENT LAMPING**—A new book, "Fluorescent Lamping," is available from the Illuminating Engineering Society. It contains information on the design and installation of fluorescent lighting systems.

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*Desk Lamp Box*

**A-1**

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Midwest & Far West Representative Wanted

### New Swing Lamp Catalog

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Swing adjustable lamps with their many features stay put where positioned, and are ideal for use on assembly lines, inspection benches, machinery, drafting tables, office equipment, and in homes and workshops.



Swing Lamps are available in various models and shade styles with brackets and bases which permit them to be mounted and positioned anywhere. Also, the lamps are available in the latest decorator colors. They are U.L. approved and distributed nationally. For catalog and prices, write to Swing Lamp Corporation, 115 Don Bosco Place, Port Chester, N. Y.

### Haeger Announces Artware Catalog

A new 24-page catalog of vases, planters, ashtrays, candy dishes, bowls, figurines, jardinières, centerpieces and other pieces of artware is now available from Haeger Potteries Inc., 7 Maiden Lane, Dundee, Ill.

### Lagin Appoints Fish

Dick Fish has been named assistant sales manager of Nathan Lagin Co., Inc., Westbury, L. I. Lamp manufacturer, Mr. Fish was formerly with Anchor Plastics Co., Long Island City supplier, as sales representative.



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CONCEPT  
in  
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TABLE LAMPS**

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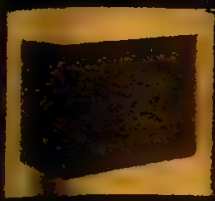
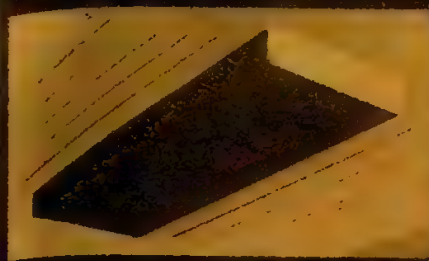
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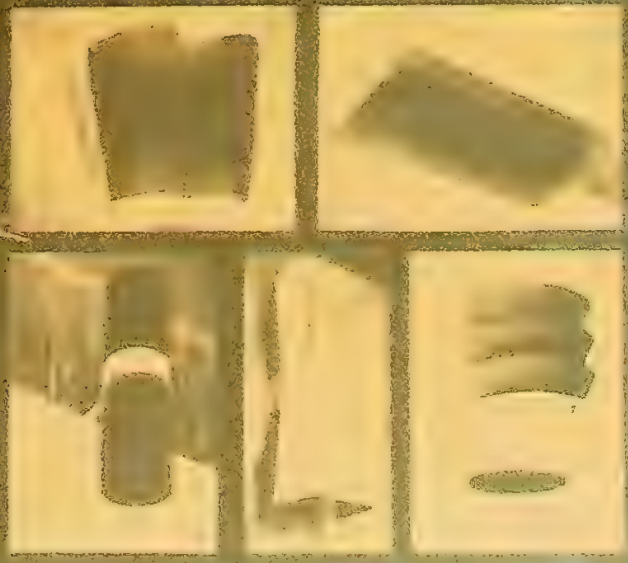
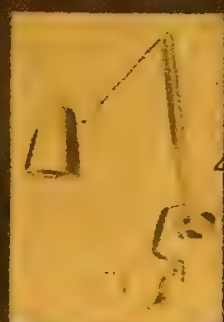
*Black Lamp Box*

*Light & Lighting  
(England)*

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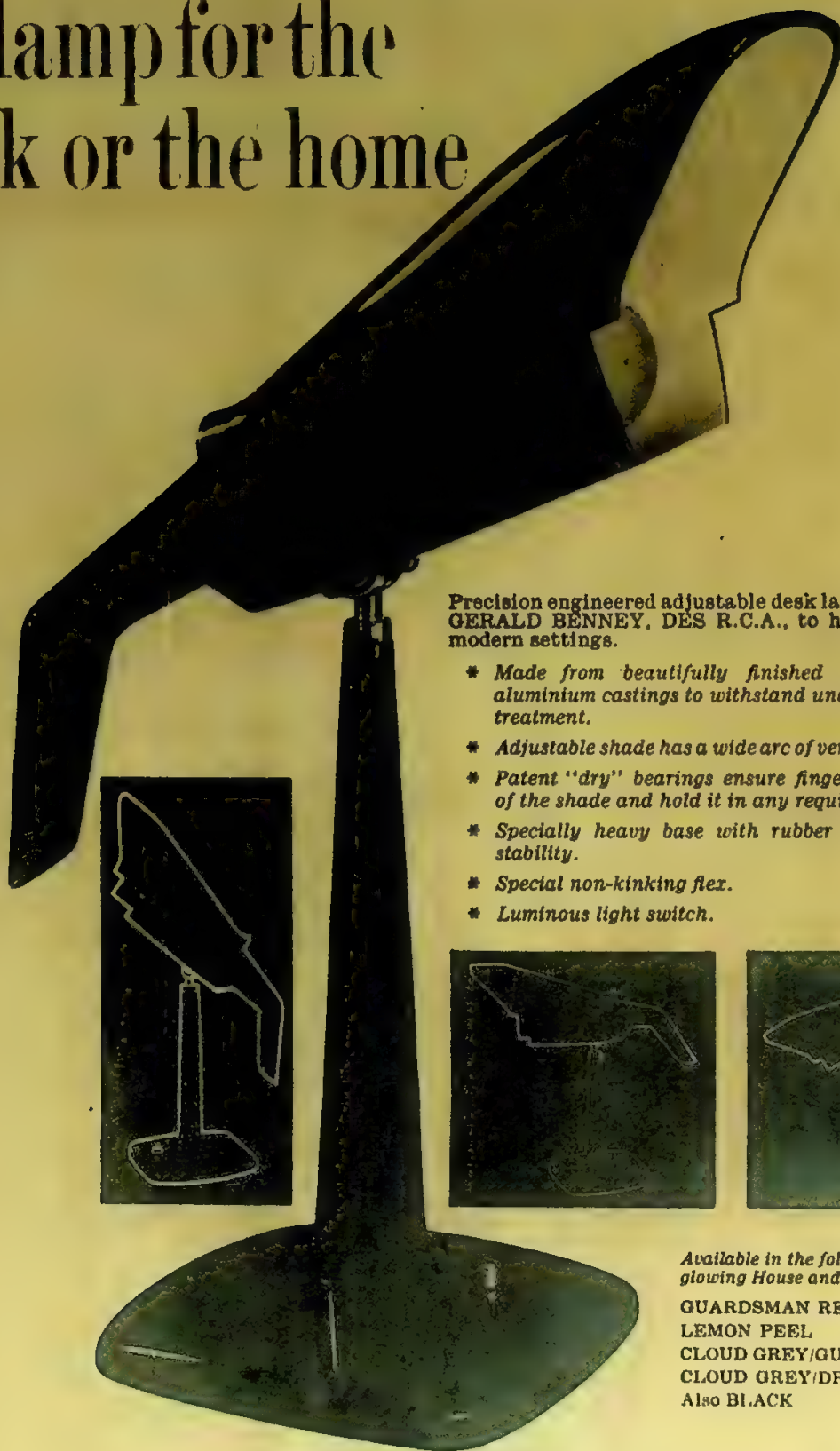
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*Desk Lamp Box A-1*

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a lamp for the  
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*April 1962*



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*March 1960*



for Local Lighting

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5. Spring counter-balance
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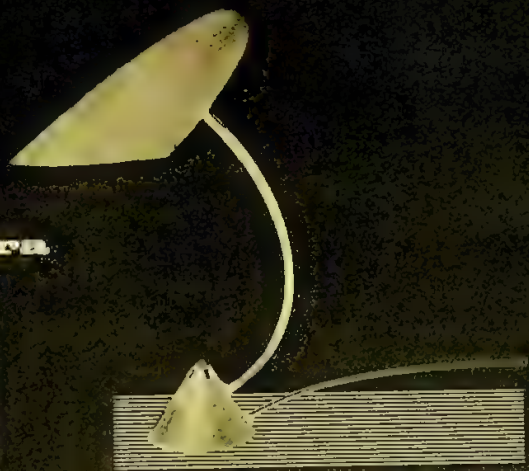
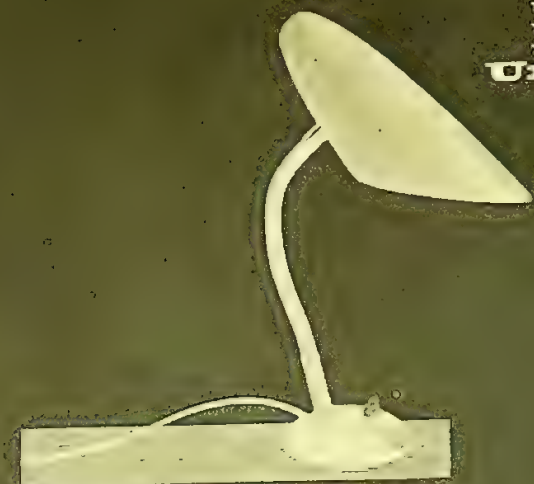


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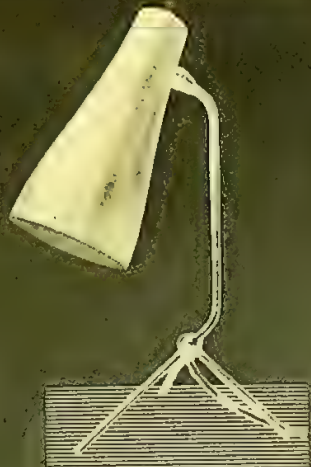
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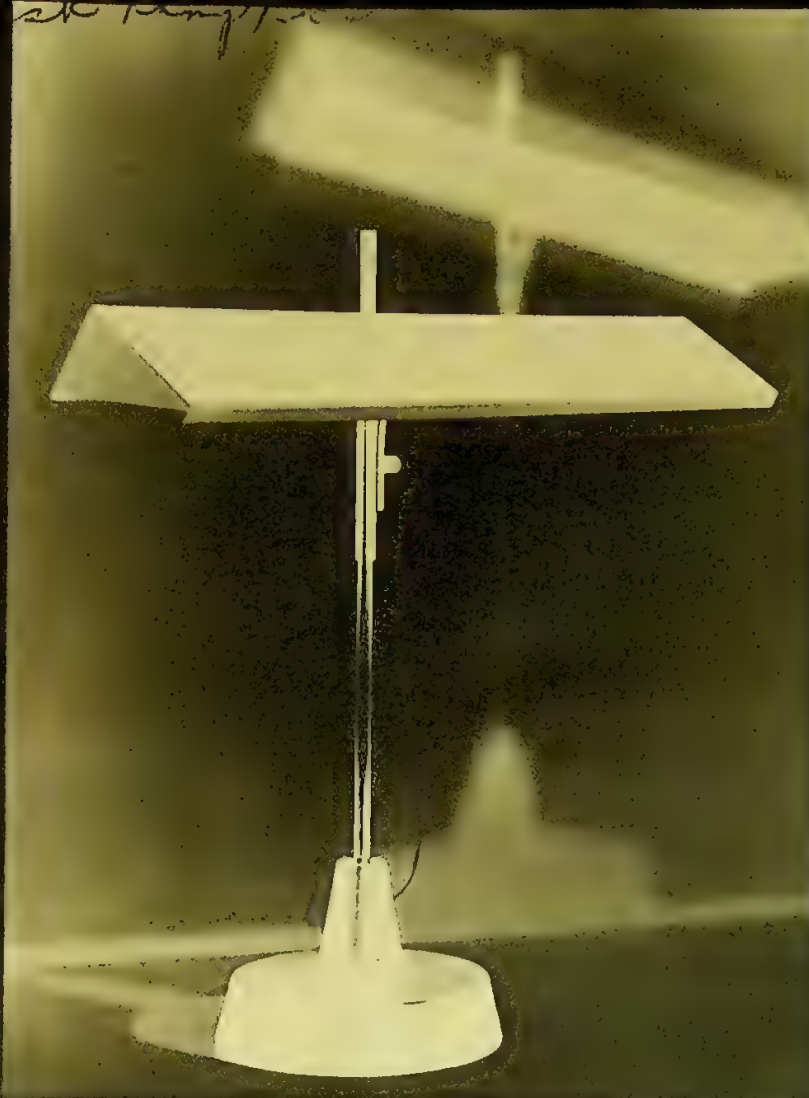
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March 1956



A-1





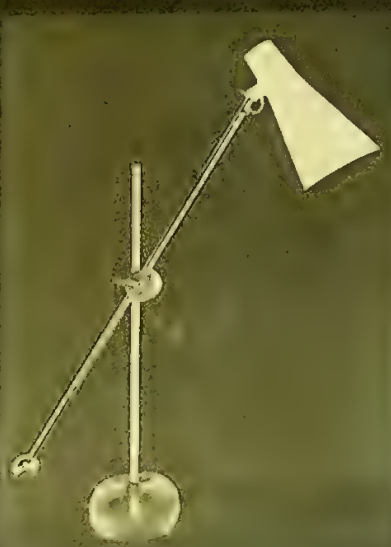
347 WORKS DESIGN Italy  
Stilnovo

Below from left to right:

348 TAPJO WIRKKALA Finland  
Idman Oy

349 WORKS DESIGN Italy  
Stilnovo

350 MISHA BLACK and KENNETH BAYES  
Great Britain  
Hadrill & Horsmann





A-1



**Faultless**

**VERSATILITY**  
*is a virtue*

The smart furniture hardware created by Faultless in infinite variety is designed to lend a subtle accent to your own stylings. Pick and choose from this galaxy of rich hardware designs offered by Faultless. Then write for samples, no obligation.

Desk



### Luxo's table model

The efficiently maneuverable Luxo lamp, made by Luxo Lamp Corporation of Tuckahoe, New York, now offered in 30 and 37-inch table models. Set on a circular base, the lamp swings in a full circle. It is made with steel tubing arm, nickel springs, and aluminum shade, and is available in New York at Edward Robbins Associates, 17 East 48th Street. The 30- and 37-inch models, which retail at \$21.95 and \$23.95 respectively, are available in mahogany, gray, ivory, black, and green.

THE *Beauty* OF GOOD LIGHTING... GOOD LIVING



## Genuine PEARL-SHELL

TABLE TOPS  
LIGHTING FIXTURES  
LAMP SHADES



by  
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Whether it's Lamps, Table Tops, Wall Panels, Occasional Furniture or Fireplace Screens, the application of PEARL-SHELL adds a rare touch of distinction and luxury. Requires little care, easy to clean, has a natural iridescent beauty that is everlasting.

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DESK LAMP BOX



# Desk **A-1** Finest in the FIELD...

## Acme Portable Fluorescent Lamps



### DESK LAMP

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No fastening down required! Streamlined, heavily weighted base keeps lamp firmly on desk. Rubber bumpers avoid scratching. Convenient pen and pencil grooves.

Scientifically engineered and sturdily constructed — Modernly designed and beautifully styled—Highest technical standards and increased production facilities—all this and more goes into the forming of the Acme lamp—the best in fluorescent portable lamp lighting.



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### GENERAL MODEL

#### Model G

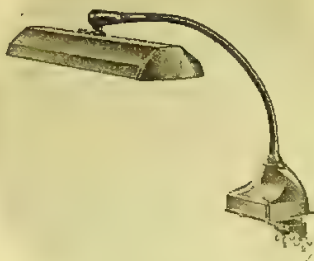
Newly designed base gives wider, sturdier support. Longer arm for more convenient, easier-to-use lighting. Ideal for every office, home, factory and professional use.



### FLUORESCENT DESK LAMP

with Swivel Movement on Shade  
Series #1800

Most distinctive desk lamp ever designed. Fits perfectly into any home or office decorative scheme. Heavy die cast base.



### HANDY-LITE

#### Clamp-on Goose Neck Lamp

Compact and low-priced, yet it combines the versatility of the best in modern goose neck lamps with the sturdiness and firmness of clamp-on lamps.



### GOOSE NECK DESK LAMP

Series #2000

Modern goose neck feature makes it useful as well as attractive. Moves to any position you choose, to give light exactly where you want it at all times.

All ACME lamps are equipped and built with GE ballasts, flamenol cords and sockets.  
Write for your free catalog and price list today.

# ACME LITE PRODUCTS COMPANY

CONGERS, NEW YORK



## Electrical Distributor Does the Better Job

"The Electrical Distributor Still Does the Better Job," writes W. A. Feuillan, Jr., in an article elsewhere in this issue, answering Hugh Sausy's article on "Weak Links in Lighting Fixture Distribution," which was published on page 40 of the October issue of LIGHTING.

Mr. Feuillan feels that there is too much similarity between manufacturers' products and that the jobber should do a good job for one or two manufacturers with complete lines, instead of showing a large number of lines.

He declares that "There are good manufacturers, good wholesalers, and good electrical contractors" and that his firm aspires to continue its association with this better element in the industry.

He says "Every time business tightens up or there is over-production, the cry goes up that the distribution system is at fault." He declares that "It's not the elimination of the jobber, who usually is well-financed, well-organized, and does a pretty good job, that will correct the ills of the lighting fixture business."

### TO THE EDITOR:

Relative to your September, October, November and December 1953 issues and the articles "Illumination Should Come Into Its Own" by J. Lloyd Kamm; "Glorious Visions" by Arthur A. Brainard; "Phantom Profession Prostituted" by Frederick M. Hill; and "Hucksters Posing As Lighting Experts" by Burt C. Pretzer.

I thought it rather an assumed attack on the Utility Commercial Sales Representative, since no article particularly outlined the role this individual plays, to earn his daily bread.

Therefore, I am submitting for your publication, the attached article by the writer and some photographs of typical installations by Commercial Sales Representatives. In the article I have outlined some duties of our group and attempted to point out there is a place for all in the science of good illumination, since the majority of recommendations by Commercial Sales Representatives are those in which the customer would not require the services of a Professional Engineer, but without the aid of someone schooled in illumination, would have to struggle along on his own with the aid of his electrical contractor.

It is to the customers' and the utilities' benefit, no matter who designs the lighting and electrical system, for the utility, to insure the customers satisfaction and the most economical use of electrical energy.

We as utility men must live daily with our customers, "A Good Customer Is A Satisfied Customer."

Charles W. McCormick  
Commercial Sales Manager  
Connecticut Light and Power Co.

*Note: Mr. McCormick's article is published elsewhere in this issue.—Editor*

**Cover Picture**—On the Seventy-fifth anniversary of Edison's invention of the first practical lamp more than six thousand flash bulbs were touched off at "Horseshoe Curve" near Altoona, Pa., which was opened a hundred years ago. The celebration was sponsored jointly by Sylvania Electric Products, Inc., and the Pennsylvania Railroad.

# LIGHTING

THE BUSINESS PAPER OF THE LIGHTING INDUSTRY

formerly

LIGHTING AND LAMPS

Vol. 66

NOVEMBER 1954

No. 3

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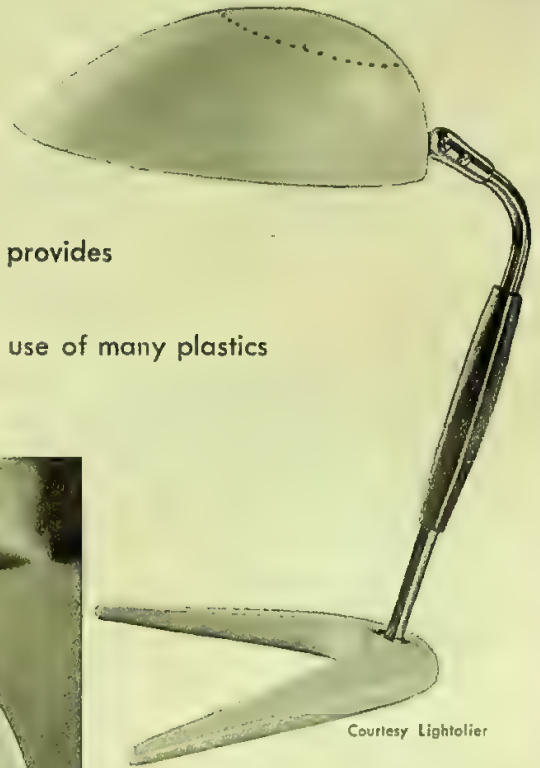
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## Modern Manner

Contemporary design in lighting fixtures provides

better illumination through the use of many plastics

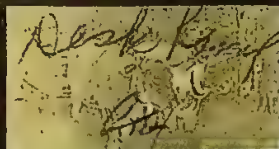


Courtesy Lightolier

Modern phenolic visor shade for table lamp (above) is designed to direct light down and outward. Wire clips inserted into molded-in raised seats on the inside of shade (left) hold styrene diffuser in place



# SUGAR BUCKETS



in KNOTTY PINE

by Lock

BUYERS nationally choose

Knotty Pine Sugar Bucket furniture by Lock.

They know the double barrel appeal of an item that is both a gift and a useful piece of furniture.

One sale of a Lock Sugar Bucket means another because it starts a series in almost every home.

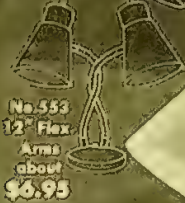
WRITE FOR ILLUSTRATED CATALOGUE



Albert M. Lock & Son

280 FRIEND ST., BOSTON 14, MASS

No. 557 Ball Swivel about \$5.95



No. 555 Ball Swivel about \$3.95



THE SWING'S TO

Swedish modern

CASH IN NOW! These lamps can be hung on wall or used as shown. Heavily-weighted bases.

SEE our complete line at the Chicago Show Room 179-Palmer House

Quality built in Eight beautiful colors: Red, Green, Lime, Ivory, Bronze, Black, and Gold Brass or Aluminum (slightly higher).

Excel

MANUFACTURING CORP. Muncie, Indiana

Craddock

OFFERS YOU

THE BETTER DESIGNS IN MODERN

SEE\* this new OAK CAPTAIN GROUP and other contemporary styles in tables, chairs and cases—all modeled in NEUTRO by DUCO.



CHAIRS NEST UNDER TABLE

No. 34 CHAIRS

bent rail, padded seat 28 1/2" high to retail about \$30

No. 36 TABLE

48" circular top to retail about \$65 No. 36 extension style, one 12" leaf to retail about \$90

★SPACE 715 AMERICAN FURNITURE MART—CHICAGO



CRADDOCK FURNITURE CORPORATION, EVANSVILLE 7, IND.



Hanson OF ROCKFORD

FURNITURE



Height 58 1/2" Width 18 1/2" Depth 14" At Last!

The Perfect Silver Cabinet and Chest FOR

Complete 12-piece Flat Silver Service Chest removable from cabinet with mirrors 1935

HANSON CLOCK MFG. CO.

1220 Eleventh St. Rockford, Ill. Space 1010, American Furniture Mart, Chicago

- Grandfather Clocks
- Sewing Cabinets
- Smoking Cabinets
- Silver Chests
- Novelty Furniture

HOME FURNISHINGS 100-100-100



A-1

A-1

LIBRARY

MAR 25 1953

U.S. PATENT OFFICE

**INDUSTRIAL USER\* PRICE LIST**

Effective March 1, 1953

**DAZOR FLOATING LAMPS**  
**INCANDESCENT**

**UNDERWRITERS APPROVED**



U. S. Patent Office  
APR 27 1953  
Design Division



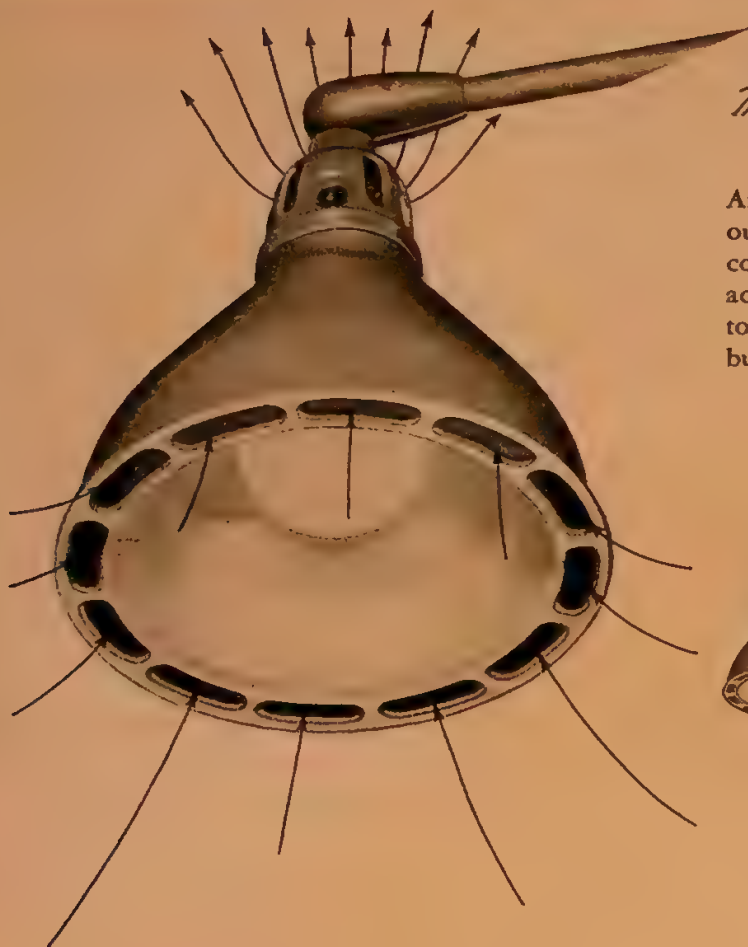
\*Industrial User: The term industrial user is defined and restricted to mean industrial plants, public utility companies, schools, hospitals and broadcasting stations.

**DAZOR MANUFACTURING CORP.**

4481-87 DUNCAN AVENUE

ST. LOUIS 10, MO.





*Air-Cooled*

## INCANDESCENT

Air flowing between the inner reflector and the outer housing carries off heat. The shade remains comfortable to handle and there is no risk of accidental burns. The polished aluminum reflector, designed for use with a 60-watt incandescent bulb, gives a working light of high intensity.



**Air-Cooled  
Incandescent  
UNIVERSAL MODEL**

**Air-Cooled  
Incandescent  
PEDESTAL MODEL**

This Dazor may be clamped or screwed to any surface — horizontal, vertical or sloping. Dual-clamp fitting is removable. Screws furnished.

A heavy iron base, 12" in diameter, gives stability to this portable, floor-type Dazor. Pedestal measures 39" from floor to arm hinge at top of pedestal.

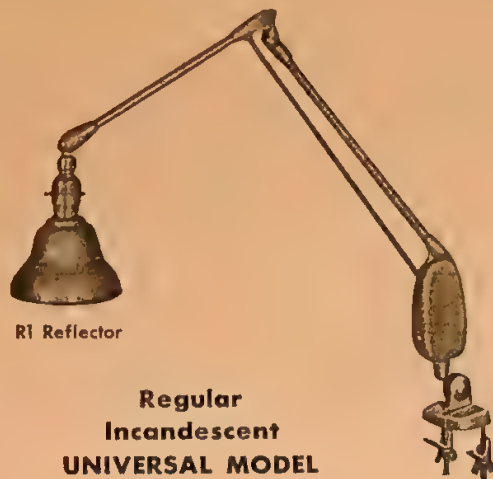
Model Number	Arm Extension	Western Price	Eastern Price
UL-IL-602	24"	\$11.25	\$10.31
UL-IL-603	34"	11.25	10.31

Model Number	Arm Extension	Western Price	Eastern Price
UL-IL-604	24"	\$21.56	\$19.88
UL-IL-605	34"	21.56	19.88

# Regular

## INCANDESCENT

Regular incandescents are available with a choice of two reflectors: R1 reflector (5½" diameter) is recommended for 40- to 60-watt bulbs; R2 reflector (6½" diameter) for 40- to 75-watt bulbs, for greater spread of light.



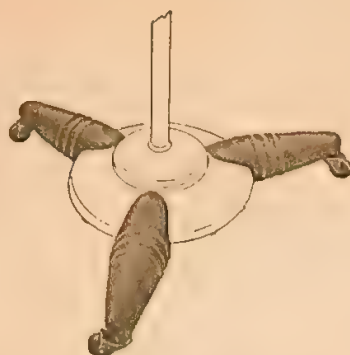
R1 Reflector

**Regular  
Incandescent  
UNIVERSAL MODEL**

The Universal model may be clamped or screwed to any surface—horizontal, vertical or sloping. Dual-clamp fitting is removable. Screws furnished.

Model Number	Arm Extension	Western Price	Eastern Price
UL-3124-R1	24"	\$11.06	\$10.13
UL-3134-R1	34"	11.06	10.13
UL-3124-R2	24"	11.25	10.31
UL-3134-R2	34"	11.25	10.31

### CASTER ATTACHMENTS FOR PEDESTAL MODEL



This accessory attaches to the base of any Dazor Pedestal model and permits the fixture to be easily rolled wherever desired. Priced and packaged three to a set.

Model Number	Western Price	Eastern Price
X-542	\$6.94	\$6.19



R2 Reflector

U. S. Patent Office  
APR 27 1953  
Design Division

**Regular  
Incandescent  
PEDESTAL MODEL**



A heavy iron base, 12" in diameter, gives stability to this portable, floor-type Dazor. Pedestal measures 39" from floor to arm hinge at top of pedestal.

Model Number	Arm Extension	Western Price	Eastern Price
UL-3224-R1	24"	\$21.38	\$19.69
UL-3234-R1	34"	21.38	19.69
UL-3224-R2	24"	21.56	19.88
UL-3234-R2	34"	21.56	19.88

### For other Dazor products see forms listed below

- Form 721: 15-Watt Fluorescent Lamps for Operation on Alternating Current
- Form 722: 14-Watt Fluorescent Lamps for Operation on Direct Current
- Form 724: Magnifiers with Fluorescent Lighting
- Form 725: Floating Arm for Microphones
- Form 726: Medical and Surgical Lamps
- Form 727: Quartz Ultraviolet Lamp



## FINISH:

Standard—brown baked enamel over bonderizing. On special order—white or gray over bonderizing.

## STANDARD PACKING:

Universal model (Air-Cooled or Regular)—A single unit is shipped in two cartons, the arm and base in one and the reflector in the other; six arms and bases to a shipping case; six reflectors to a shipping case.

Pedestal model (Air-Cooled)—One to a shipping case.

Pedestal model (Regular)—A single unit is shipped in two cartons, the arm and base in one and the reflector in the other.

Caster attachments for Pedestal model—Set of 3 to a shipping case.

## SHIPPING WEIGHTS (lbs., each unit, approx.):

Universal model .....	7
Pedestal model .....	34
Caster attachments (set of 3) for Pedestal model .....	13

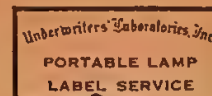
## UNDERWRITERS' APPROVAL:

All models listed herein are approved by Underwriters' Laboratories, Inc.

Universal models  
have the marker—



Pedestal models  
carry the label—



## PRICES:

Do not include bulbs.

Eastern Price—applies east of Denver and El Paso.

Western Price—applies Denver, El Paso and points west.

Prices and specifications are subject to change without notice.

F. O. B. destination—2% 10th prox.

U. S. Patent Office  
APR 27 1953  
Design Division

## TAXES:

The amount of any present or future sales or use tax, or of any revenue, excise or other tax, which may be made applicable to the products appearing in this price list, or to the manufacture, sale or use thereof, shall be paid by the purchaser.

## FAIR TRADE:

Industrial user prices indicated herein are the minimum industrial user prices established under Fair Trade Agreement in all states except Missouri, Texas, Vermont and District of Columbia where they are suggested only.

## WARRANTY:

All fixtures warranted against defective parts and workmanship.

## RETURNED GOODS:

No returned goods will be accepted by us unless we have previously authorized their return in writing. For service repairs consult your supplier for name and address of nearest Authorized Dazor Service Station.

Dazor Floating Lamps are manufactured under one or more of the following patents: 2,200,518; 2,299,250; 2,299,251 and 2,334,436; other patents pending.

DESIGN

A-1

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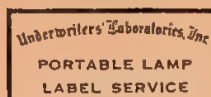
U. S. PATENT OFFICE

## INDUSTRIAL USER\* PRICE LIST

Effective March 1, 1953

# DAZOR FLOATING FIXTURES

UNDERWRITERS APPROVED



U. S. Patent Office  
APR 27 1953  
Design Division

### PRICES:

Do not include tubes or bulbs (except for Focusing Examination Lamp).

Eastern Price—applies east of Denver and El Paso.

Western Price—applies Denver, El Paso and points west.

Prices and specifications are subject to change without notice.

### FAIR TRADE:

Industrial user prices indicated herein are the minimum such prices established under Fair Trade Agreement in all states except Missouri, Texas, Vermont and District of Columbia where they are suggested only. (See Forms 721-727).

### F. O. B. POINT:

All prices listed herein are F. O. B. destination.

### TERMS:

Industrial User\* . . . . . 2% 10th prox.

\*The term industrial user is defined and restricted to mean industrial plants, public utility companies, schools, hospitals and broadcasting stations.

**DAZOR MANUFACTURING CORP.**

4481-87 DUNCAN AVENUE

ST. LOUIS 10, MO.





MODEL  
NUMBER

INDUSTRIAL USER\*  
PRICE

Western Eastern

## 15-WATT FLUORESCENT LAMPS

For further information see Form 721

### 1-Tube 15-W Fluorescent Universal Model

UL-1124-16	\$14.81	\$14.06
UL-1134-16	14.81	14.06
UL-P-1124-16	16.88	16.13
UL-P-1134-16	16.88	16.13
UL-1124-15	15.56	14.81
UL-1134-15	15.56	14.81
UL-P-1124-15	18.00	17.25
UL-P-1134-15	18.00	17.25



### 2-Tube 15-W Fluorescent Universal Model

UL-2124-16	17.06	16.31
UL-2134-16	17.06	16.31
UL-P-2124-16	19.31	18.56
UL-P-2134-16	19.31	18.56
UL-2124-15	18.00	17.25
UL-2134-15	18.00	17.25
UL-P-2124-15	20.44	19.69
UL-P-2134-15	20.44	19.69

U. S. Patent Office

APR 27 1953

Design Division

### 2-Tube 15-W Fluorescent Pedestal Model

UL-2224-16	27.00	25.50
UL-2234-16	27.00	25.50
UL-P-2224-16	29.44	27.94
UL-P-2234-16	29.44	27.94
UL-2224-15	27.94	26.44
UL-2234-15	27.94	26.44
UL-P-2224-15	30.56	29.06
UL-P-2234-15	30.56	29.06



### 2-Tube 15-W Fluorescent Desk Model

UL-2324-16	23.25	21.75
UL-P-2324-16	25.31	23.81
UL-2324-15	24.00	22.50
UL-P-2324-15	26.44	24.94



### 2-Tube 15-W Fluorescent Bracket Model

UL-2434-16	17.06	16.31
UL-P-2434-16	19.31	18.56
UL-2434-15	18.00	17.25
UL-P-2434-15	20.44	19.69



### 2-Tube 15-W Fluorescent Business Machine Model

UL-2624-16	22.31	21.56
UL-2634-16	22.31	21.56
UL-P-2624-16	24.38	23.63
UL-P-2634-16	24.38	23.63
UL-2624-15	23.25	22.50
UL-2634-15	23.25	22.50
UL-P-2624-15	25.50	24.75
UL-P-2634-15	25.50	24.75





MODEL  
NUMBER

INDUSTRIAL USER\*  
PRICE

Western Eastern



## 14-WATT FLUORESCENT LAMPS

For further information see Form 722

### 2-Tube 14-W Fluorescent Universal Model

UL-14W-2124-10	\$19.31	\$18.56
UL-14W-2134-10	19.31	18.56



### 2-Tube 14-W Fluorescent Pedestal Model

UL-14W-2224-10	29.44	27.94
UL-14W-2234-10	29.44	27.94



### 2-Tube 14-W Fluorescent Desk Model

UL-14W-2324-10	25.31	23.81
----------------	-------	-------



### 2-Tube 14-W Fluorescent Bracket Model

UL-14W-2434-10	19.31	18.56
----------------	-------	-------



### 2-Tube 14-W Fluorescent Business Machine Model

UL-14W-2624-10	24.38	23.63
UL-14W-2634-10	24.38	23.63



## INCANDESCENT LAMPS

For further information see Form 723

### Air-Cooled Incandescent Universal Model

UL-IL-602	11.25	10.31
UL-IL-603	11.25	10.31



### Air-Cooled Incandescent Pedestal Model

UL-IL-604	21.56	19.88
UL-IL-605	21.56	19.88



### Regular Incandescent Universal Model

UL-3124-R1	11.06	10.13
UL-3134-R1	11.06	10.13
UL-3124-R2	11.25	10.31
UL-3134-R2	11.25	10.31



### Regular Incandescent Pedestal Model

UL-3224-R1	21.38	19.69
UL-3234-R1	21.38	19.69
UL-3224-R2	21.56	19.88
UL-3234-R2	21.56	19.88

MODEL  
NUMBER

INDUSTRIAL USER\*  
PRICE

Western Eastern



### MAGNIFIERS

For further information see Form 724

Universal Model

UL-M-209 \$25.88 \$25.13

UL-M-225 26.81 26.06



Pedestal Model

UL-M-210 36.19 34.69

UL-M-227 36.75 35.25



Desk Model

UL-M-270 32.81 31.31

UL-M-271 33.75 32.25

U. S. Patent Office

APR 27 1953



### MICROPHONE BRACKETS

For further information see Form 725

Universal Model

All Universal Models 16.50 15.75



Pedestal Model

All Pedestal Models 26.25 24.75



### MEDICAL AND SURGICAL LAMPS

For further information see Form 726

Air-Cooled Surgical Examination Universal Model

UL-IL-795 17.81 17.06



Air-Cooled Surgical Examination Pedestal Model

UL-IL-794 28.13 26.63



Focusing Examination Universal Model

UL-IL-859 28.94 28.19



Focusing Examination Pedestal Model

UL-IL-860 39.25 37.75













Air-Cooled General Examination Universal Model

UL-IL-602 11.25 10.31

UL-IL-603 11.25 10.31



	MODEL NUMBER	INDUSTRIAL USER* PRICE	
		Western	Eastern
	<b>Air-Cooled General Examination Pedestal Model</b>		
	UL-IL-604	\$21.56	\$19.88
	UL-IL-605	21.56	19.88
	<b>Sun-Heat Pedestal Model</b>		
	UL-IR-204	26.63	25.13
	<b>Magnifier Universal Model</b>		
	UL-M-209	25.88	25.13
	UL-M-225	26.81	26.06
	<b>Magnifier Pedestal Model</b>		
	UL-M-210	36.19	34.69
	UL-M-227	36.75	35.25
	<b>Magnifier Desk Model</b>		
	UL-M-270	32.81	31.31
	UL-M-271	33.75	32.25
	<b>QUARTZ ULTRAVIOLET LAMP</b>		
	For further information see Form 727		
	<b>Portable Table Model</b>		
	<b>SEWING MACHINE LAMPS</b>		
	For further information see Form 799		
	For 110V — 60C		
	<b>For 6-8V AC</b>		
	UL-FL-746	12.75	12.00
	<b>POLAROID† FILTER For 2-Tube 15-W Fluorescents</b>		
	For further information see Form 721		
	F-570	2.81	2.81
† ® Polaroid Corporation			
	<b>CASTER ATTACHMENTS FOR PEDESTAL MODELS</b>		
	For further information see Forms 721 to 726		
	X-542	6.94	6.19

U. S. Patent Office

APR 27 1953

Design Division





DESIGN

A-1

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MAR 25 1953

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**INDUSTRIAL USER\* PRICE LIST**

Effective March 1, 1953

# DAZOR FLOATING LAMPS

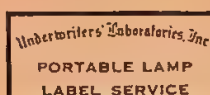
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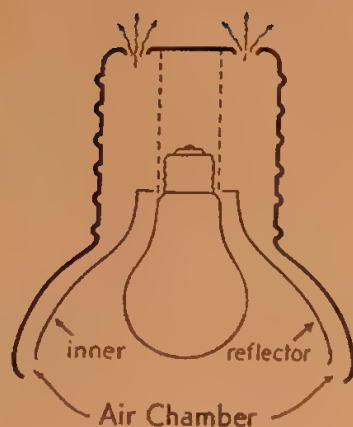
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**DAZOR MANUFACTURING CORP.**

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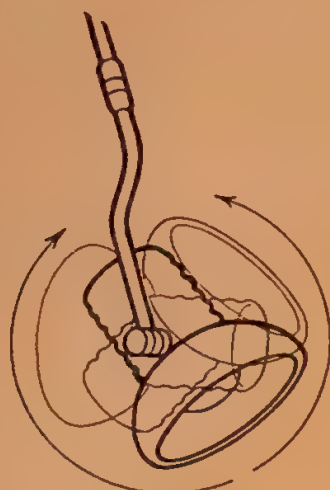
PEDESTAL MODEL

## Air-Cooled

### SURGICAL EXAMINATION LAMP

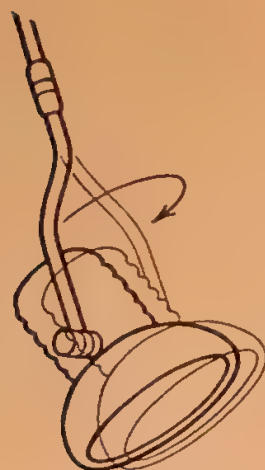
This Dazor appeals on sight to gynecologists. For any physician it combines abundant light, personal handling comfort and protection-from-burn for the patient. The polished aluminum reflector, designed for use with a 60-watt incandescent bulb, gives a working light of high intensity. Due to the ventilating chamber which carries off heat (see sketch), the housing can be handled freely and comfortably. Accidental contact by a patient during examination has no disturbing effect.

With the forearm brought over the shoulder, the light can be aimed like a flashlight. Also, with the head immediately behind the light source, the doctor gets a better view in vaginal, rectal, oral, eye, ear and nose examinations.



Reflector pivots  
from up to back

Model Number	Arm Extension	Western Price	Eastern Price
UL-IL-794	34"	\$28.13	\$26.63



Forearm swings  
right or left



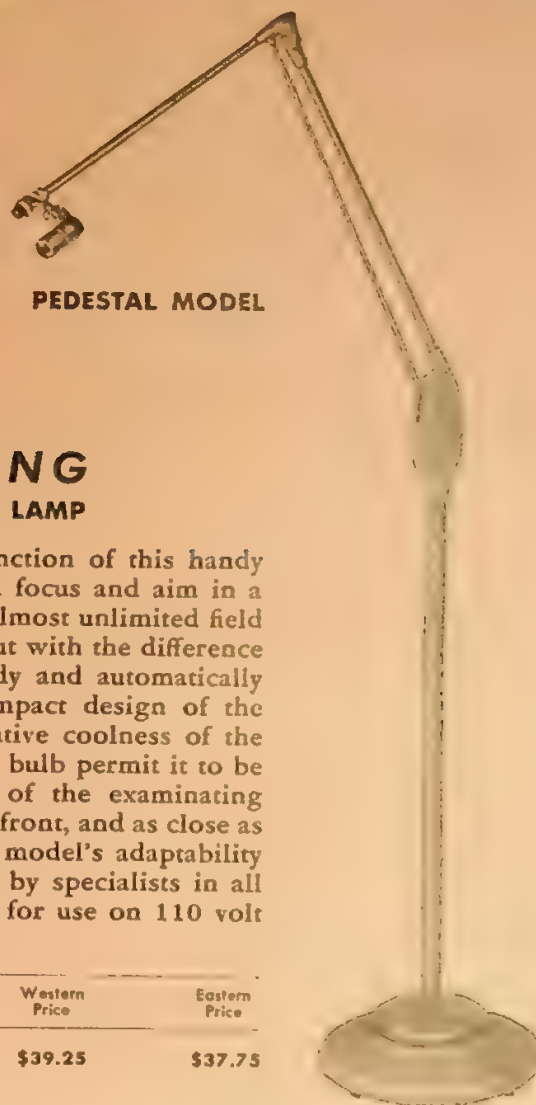
### UNIVERSAL MODEL

This Dazor may be clamped or screwed to any surface—horizontal, vertical or sloping. Dual-clamp fitting is removable. Screws furnished.

Model Number	Arm Extension	Western Price	Eastern Price
UL-IL-795	34"	\$17.81	\$17.06



Actual Size



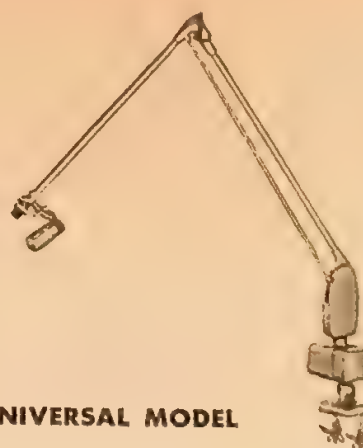
PEDESTAL MODEL

## FOCUSING EXAMINATION LAMP

True *spot* lighting is the function of this handy Dazor which the doctor can focus and aim in a single movement. It has an almost unlimited field of action, like a flashlight, but with the difference that this light remains steady and automatically holds its position. The compact design of the cylindrical housing and relative coolness of the enclosed 6-volt incandescent bulb permit it to be placed alongside the head of the examining physician, or immediately in front, and as close as desired to the patient. This model's adaptability fits it for many applications by specialists in all fields. The focusing lamp is for use on 110 volt 60 cycle only.

Model Number	Arm Extension	Western Price	Eastern Price
UL-IL-860	34"	\$39.25	\$37.75

U. S. Patent Office  
APR 27 1953  
Design Division

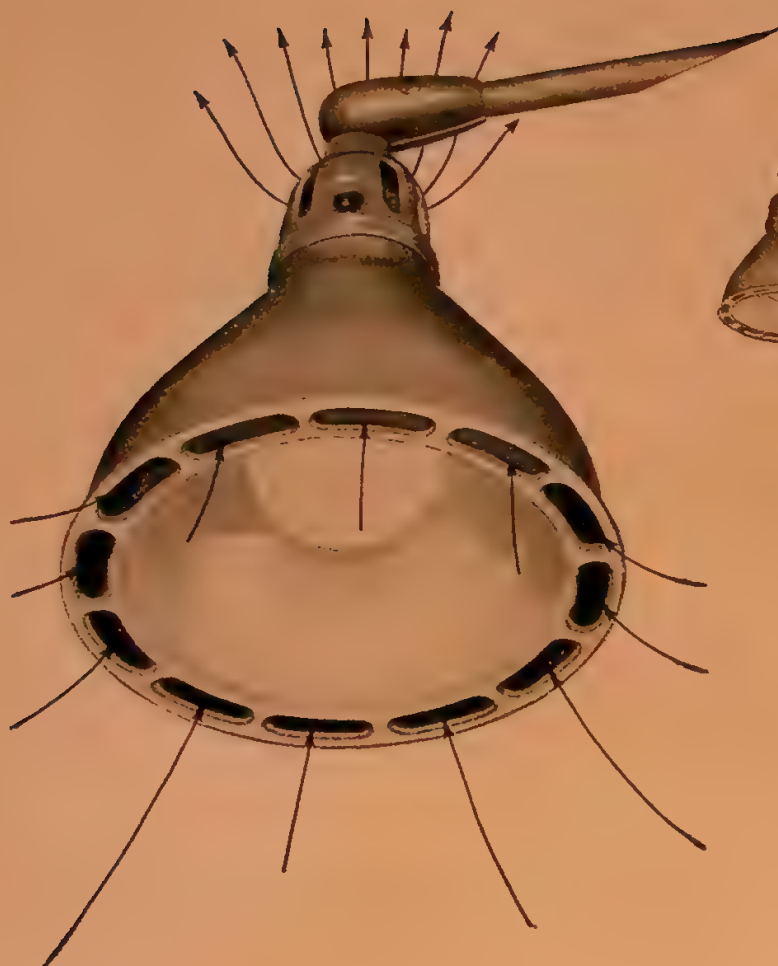


UNIVERSAL MODEL

This Dazor may be clamped or screwed to any surface—horizontal, vertical or sloping. Dual-clamp fitting is removable. Screws furnished.

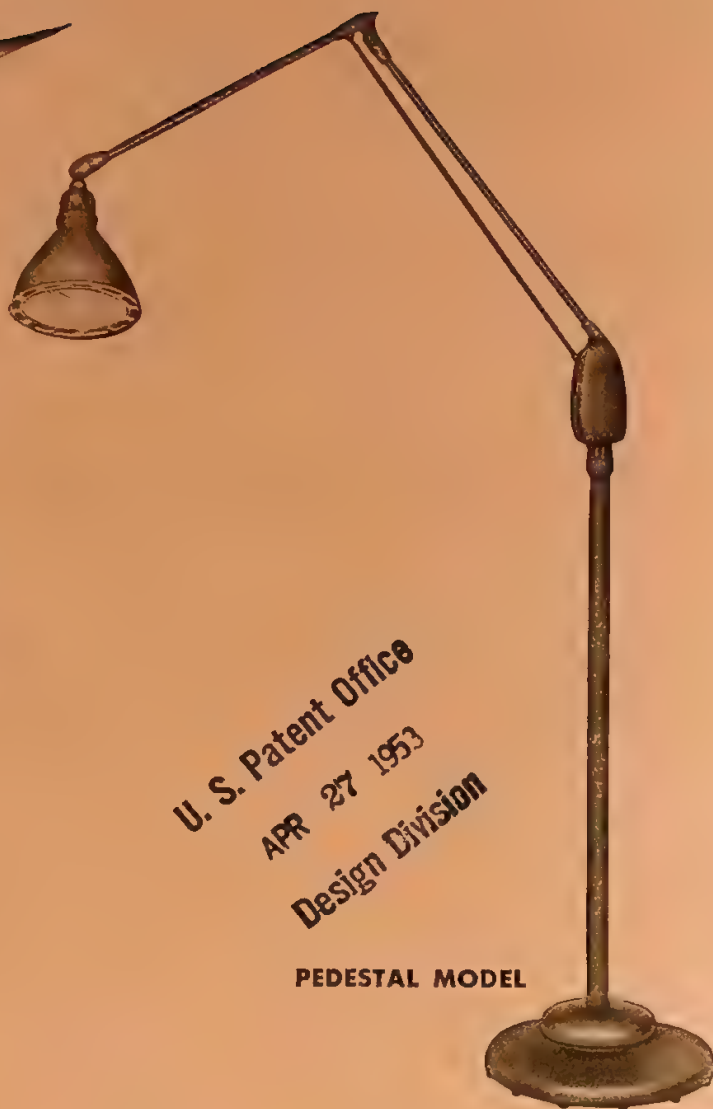
Model Number	Arm Extension	Western Price	Eastern Price
UL-IL-859	34"	\$28.94	\$28.19





U. S. Patent Office  
APR 27 1953  
Design Division

PEDESTAL MODEL



UNIVERSAL MODEL

This Dazor may be clamped or screwed to any surface—horizontal, vertical or sloping. Dual-clamp fitting is removable. Screws furnished.

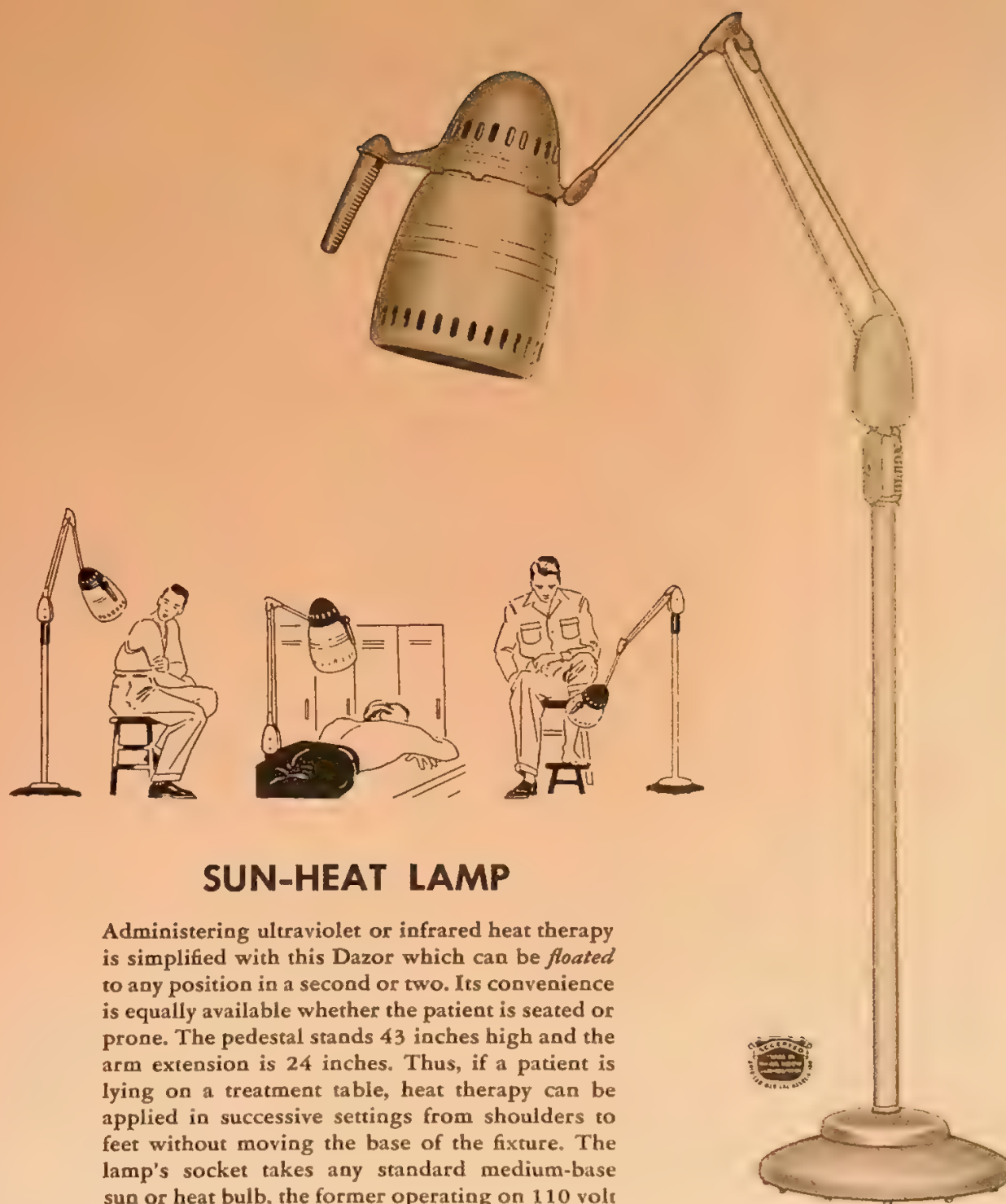
*Air-Cooled*

#### GENERAL EXAMINATION LAMP

A general-purpose incandescent lamp, the *Air-Cooled* Dazor shown here is especially suited to the variety of situations arising in the clinic, first-aid department or hospital room. Even after hours of continuous operation, the housing is comfortable for doctor, nurse, or patient to handle. The polished aluminum reflector, used in conjunction with a 60-watt bulb as recommended, delivers a flood of high-intensity illumination on the desired area.

Model Number	Arm Extension	Western Price	Eastern Price
UL-IL-602	24"	\$11.25	\$10.31
UL-IL-603	34"	11.25	10.31

Model Number	Arm Extension	Western Price	Eastern Price
UL-IL-604	24"	\$21.56	\$19.88
UL-IL-605	34"	21.56	19.88



## SUN-HEAT LAMP

Administering ultraviolet or infrared heat therapy is simplified with this Dazor which can be *float*ed to any position in a second or two. Its convenience is equally available whether the patient is seated or prone. The pedestal stands 43 inches high and the arm extension is 24 inches. Thus, if a patient is lying on a treatment table, heat therapy can be applied in successive settings from shoulders to feet without moving the base of the fixture. The lamp's socket takes any standard medium-base sun or heat bulb, the former operating on 110 volt AC only, the latter on 110 volt, either AC or DC. A 9-foot cord is included. This Dazor has been accepted by the A. M. A. Council on Physical Medicine and Rehabilitation and has Underwriters' Laboratories approval for both sun and heat applications.

Model Number	Circuit Voltage	Arm Extension	Western Price	Eastern Price
UL-IR-204	110-125 volts	24"	\$26.63	\$25.13





## MAGNIFIER

### WITH FLUORESCENT LIGHTING

For the numerous occasions requiring minute examination, Dazor offers this instrument combining two vital seeing aids: (1) optically correct magnification and (2) cool fluorescent lighting. A five-inch lens with a power of three diopters provides sharp, clear enlargement of the object, surface or opening being viewed. At the same time three 6-watt fluorescent tubes concentrate direct shadowless light on the operation.

A recurring service of the Dazor Magnifier for the general practitioner is its assistance in suturing and removal of stitches. In the clinic and industrial first-aid department it is called on often for locating particles in the eye, removing splinters, dressing wounds, inspecting and treating cavities. When equipped with black-light tubes, the magnifier becomes a most valuable instrument for the dermatologist. Laboratory technicians employ the lamp's magnification while keeping hands free for proceeding with tests.

#### For other Dazor products see forms listed below

Form 721: 15-Watt Fluorescent Lamps for Operation on Alternating Current

Form 722: 14-Watt Fluorescent Lamps for Operation on Direct Current

Form 723: Incandescent Lamps, Air-Cooled or Regular

Form 724: Magnifiers with Fluorescent Lighting

Form 725: Floating Arm for Microphones

Form 727: Quartz Ultraviolet Lamp



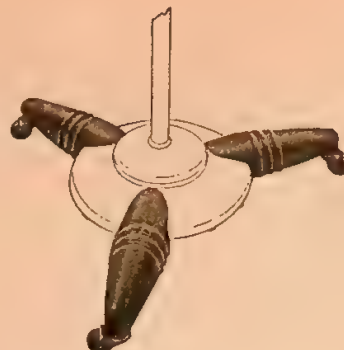
### PEDESTAL MODEL

A heavy iron base, 12" in diameter, gives stability to this portable, floor-type Dazor. Pedestal measures 39" from floor to arm hinge at top of pedestal.

Model Number	Circuit Voltage	Power Factor	Arm Extension	Western Price	Eastern Price
UL-M-210	110V-60C	Low	24"	\$36.19	\$34.69
UL-M-227	110V-50C	Low	24"	36.75	35.25

### CASTER ATTACHMENTS FOR PEDESTAL MODELS

This accessory attaches to the base of any Dazor Pedestal model and permits the fixture to be easily rolled wherever desired. Priced and packaged three to a set.



Model Number	Western Price	Eastern Price
X-542	\$6.94	\$6.19



### UNIVERSAL MODEL

This Dazor may be clamped or screwed to any surface—horizontal, vertical or sloping. Dual-clamp fitting is removable. Screws furnished.

Model Number	Circuit Voltage	Power Factor	Arm Extension	Western Price	Eastern Price
UL-M-209	110V-60C	Low	24"	\$25.88	\$25.13
UL-M-225	110V-50C	Low	24"	26.81	26.06



### DESK MODEL

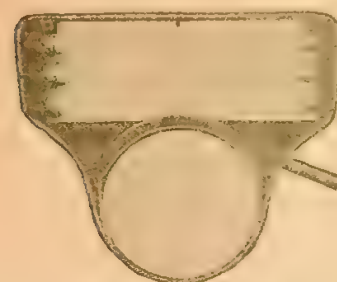
The weighted base does not require fastening down. It may be placed anywhere on a flat-top desk, table or other horizontal surface.

Model Number	Circuit Voltage	Power Factor	Arm Extension	Western Price	Eastern Price
UL-M-270	110V-60C	Low	18"	\$32.81	\$31.31
UL-M-271	110V-50C	Low	18"	33.75	32.25



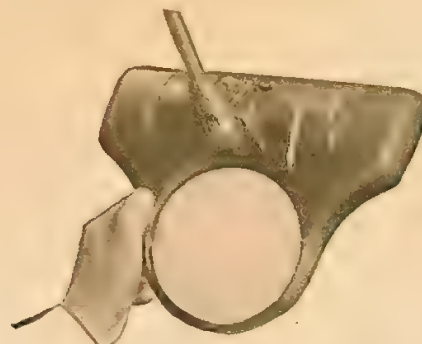
### SHARP, CLEAR MAGNIFICATION

The magnifying power of the lens is shown here with an ordinary lead pencil. Lens is of the double convex type, made of high quality crown optical glass, five inches in diameter, with a focal length of thirteen inches and a power of three diopters.



### FLUORESCENT LIGHTING

This underside view of the reflector shows the three T5 6-watt fluorescent tubes. They concentrate adequate, soft, cool light on the object under examination.



### CONTROLLED BY A TOUCH

The magnifier head, like the Dazor *Floating Lamp*, can be raised or lowered, pushed or pulled, swung around or tilted at any angle. Positioning is achieved with a mere touch of the hand. Wherever moved, and at whatever angle placed, the magnifier head *stays put* without further adjustment or locking—held firmly by the patented Dazor *Floating Arm*.

U. S. Patent Office  
APR 27 1953  
Design Division



## FINISH:

Standard finish of the Surgical Examination Lamps, Focusing Examination Lamps and the Sun-Heat Lamp is gray baked enamel—on special order, white (except Sun-Heat Lamp). Standard finish of the General Examination Lamps and the Magnifiers is brown—on special order, gray or white. All finishes over bonderizing.

## STANDARD PACKING:

Pedestal and Desk models—One to a shipping case.

Universal models—

Surgical and Focusing Examination Lamps—One to a shipping case.

General Examination Lamp—A single unit is shipped in two cartons, the arm and base in one and the reflector in the other; six arms and bases to a shipping case; six reflectors to a shipping case.

Magnifier—One to a carton; four cartons to a shipping case.

Caster attachments for Pedestal model—Set of 3 to a shipping case.

## SHIPPING WEIGHTS (lbs., each unit, approx.):

Universal model Surgical Examination Lamp.....	9	Pedestal model Focusing Examination Lamp.....	35
Universal model Focusing Examination Lamp.....	6½	Pedestal model General Examination Lamp.....	34
Universal model General Examination Lamp.....	7	Pedestal model Sun-Heat Lamp.....	38
Universal model Magnifier.....	15	Pedestal model Magnifier.....	39
Pedestal model Surgical Examination Lamp.....	35	Desk model Magnifier.....	23½
Caster attachments (set of 3) for Pedestal models... 13			

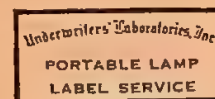
## UNDERWRITERS' APPROVAL:

All models listed herein are approved by Underwriters' Laboratories, Inc.

Universal models  
have the marker—



Desk and Pedestal  
models carry the label—



## PRICES:

Do not include bulbs or tubes (except in the case of the Focusing Examination Lamp).

Eastern Price—applies east of Denver and El Paso.

Western Price—applies Denver, El Paso and points west.

Prices and specifications are subject to change without notice.

F. O. B. destination—2% 10th prox.

## TAXES:

The amount of any present or future sales or use tax, or of any revenue, excise or other tax, which may be made applicable to the products appearing in this price list, or to the manufacture, sale or use thereof, shall be paid by the purchaser.

## FAIR TRADE:

Industrial user prices indicated herein are the minimum industrial user prices established under Fair Trade Agreement in all states except Missouri, Texas, Vermont and District of Columbia where they are suggested only.

## WARRANTY:

All fixtures warranted against defective parts and workmanship.

## RETURNED GOODS:

No returned goods will be accepted by us unless we have previously authorized their return in writing. For service repairs consult your supplier for name and address of nearest Authorized Dazor Service Station.

Dazor Floating Lamps are manufactured under one or more of the following patents:  
2,200,518; 2,299,250; 2,299,251 and 2,334,436; other patents pending.

U. S. Patent Office  
APR 27 1953  
Design Division

DESIGN

Desk Lamp Box

A-1

LIBRARY

MAR 25 1953

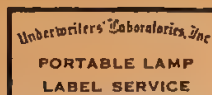
U. S. PATENT OFFICE

**INDUSTRIAL USER\* PRICE LIST**

Effective March 1, 1953

**DAZOR FLOATING MAGNIFIER  
WITH FLUORESCENT LIGHTING**

**UNDERWRITERS APPROVED**



U. S. Patent Office  
APR 27 1953  
Design Division



\*Industrial User: The term industrial user is defined and restricted to mean industrial plants, public utility companies, schools, hospitals and broadcasting stations.

**DAZOR MANUFACTURING CORP.**

4481-87 DUNCAN AVENUE

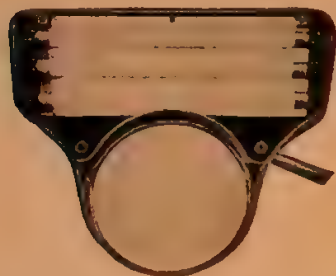
ST. LOUIS 10, MO.





### SHARP, CLEAR MAGNIFICATION

The magnifying power of the lens is shown here with an ordinary lead pencil. Lens is of the double convex type, made of high quality crown optical glass, five inches in diameter, with a focal length of thirteen inches and a power of three diopters.



### FLUORESCENT LIGHTING

This underside view of the reflector shows the three T5 6-watt fluorescent tubes. They concentrate adequate, soft, cool light on the object under examination.



### CONTROLLED BY A TOUCH

The magnifier head, like the Dazor *Floating Lamp*, can be raised or lowered, pushed or pulled, swung around or tilted at any angle. Positioning is achieved with a mere touch of the hand. Wherever moved, and at whatever angle placed, the magnifier head *stays put* without further adjustment or locking—held firmly by the patented Dazor *Floating Arm*.

## Magnification and Illumination Combined in One Unit . . . .

Watchful control at each stage of a job is a must if results are to stand out. The manufacture of quality products calls for uniform precision in machining, cutting and grinding; an "eagle eye" in inspection; constant care in the fitting and assembly of small parts. In the graphic arts there must be accuracy in drawn details; exactness in stripping, registering and finishing operations. Hobbies often require careful manipulation of tiny items or the examination of minute particulars.

Difficult visual tasks such as these are performed more rapidly and efficiently with the Dazor *Floating Magnifier*. Two seeing aids are combined in its compact, movable head: (1) *magnification* which clearly reveals the tiniest job details and (2) supplementary fluorescent *lighting* concentrated at the point of work. This modern sight-booster reduces eyestrain and its accompanying fatigue with consequent benefit to the individual and to the production program.

The Dazor *Floating Magnifier* is available in Universal, Desk and Pedestal models, all pictured on the opposite page. For finishes and other data, see the back page.

### A MODERN SIGHT-BOOSTER FOR

Inspecting	Watchmakers	Photo Retouchers
Testing	Laboratories	Artists
Fine Assembly	Schools	Photoengravers
Precision Work	Physicians	Steel Engravers
Toolrooms	First-Aid Rooms	Wood Engravers
Machine Shops	Draftsmen	Printers
Jewelers	Engineers	Hobbyists

### For other Dazor products see forms listed below

- Form 721: 15-Watt Fluorescent Lamps for Operation on Alternating Current
- Form 722: 14-Watt Fluorescent Lamps for Operation on Direct Current
- Form 723: Incandescent Lamps, Air-Cooled or Regular
- Form 725: Floating Arm for Microphones
- Form 726: Medical and Surgical Lamps
- Form 727: Quartz Ultraviolet Lamp



### UNIVERSAL MODEL

This Dazor may be clamped or screwed to any surface—horizontal, vertical or sloping. Dual-clamp fitting is removable. Screws furnished.

Model Number	Circuit Voltage	Power Factor	Arm Extension	Western Price	Eastern Price
UL-M-209	110V-60C	Low	24"	\$25.88	\$25.13
UL-M-225	110V-50C	Low	24"	26.81	26.06

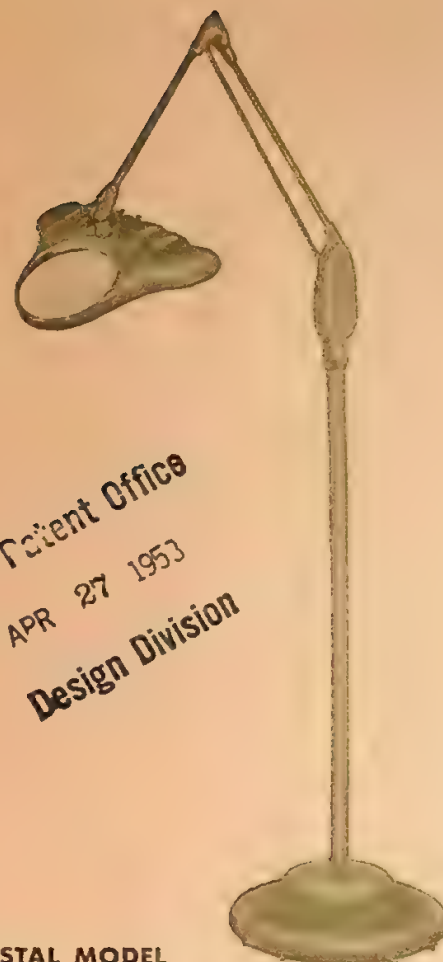


### DESK MODEL

The weighted base does not require fastening down. It may be placed anywhere on a flat-top desk, table or other horizontal surface.

Model Number	Circuit Voltage	Power Factor	Arm Extension	Western Price	Eastern Price
UL-M-270	110V-60C	Low	18"	\$32.81	\$31.31
UL-M-271	110V-50C	Low	18"	33.75	32.25

U. S. Patent Office  
APR 27 1953  
Design Division



### PEDESTAL MODEL

A heavy iron base, 12" in diameter, gives stability to this portable, floor-type Dazor. Pedestal measures 39" from floor to arm hinge at top of pedestal.

Model Number	Circuit Voltage	Power Factor	Arm Extension	Western Price	Eastern Price
UL-M-210	110V-60C	Low	24"	\$36.19	\$34.69
UL-M-227	110V-50C	Low	24"	36.75	35.25

### CASTER ATTACHMENTS FOR PEDESTAL MODEL

This accessory attaches to the base of any Dazor Pedestal model and permits the fixture to be easily rolled wherever desired. Priced and packaged three to a set.



Model Number	Western Price	Eastern Price
X-542	\$6.94	\$6.19



**FINISH:**

Standard—brown baked enamel over bonderizing. On special order—white or gray over bonderizing.

**STANDARD PACKING:**

Universal model—One to a carton; four cartons to a shipping case.

Desk model—One to a shipping case.

Pedestal model—One to a shipping case.

Caster attachments for Pedestal model—Set of 3 to a shipping case.

**SHIPPING WEIGHTS (lbs., each unit, approx.):**

Universal model.....	15
Desk model.....	23½
Pedestal model.....	39
Caster attachments (set of 3) for Pedestal model.....	13

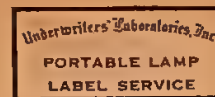
**UNDERWRITERS' APPROVAL:**

All models listed herein are approved by Underwriters' Laboratories, Inc.

Universal models  
have the marker—



Desk and Pedestal  
models carry the label—

**PRICES:**

Do not include tubes.

Eastern Price—applies east of Denver and El Paso.

Western Price—applies Denver, El Paso and points west.

Prices and specifications are subject to change without notice.

F. O. B. destination—2% 10th prox.

U. S. Patent Office  
1 PR 27 1953  
Design Division

**TAXES:**

The amount of any present or future sales or use tax, or of any revenue, excise or other tax, which may be made applicable to the products appearing in this price list, or to the manufacture, sale or use thereof, shall be paid by the purchaser.

**FAIR TRADE:**

Industrial user prices indicated herein are the minimum industrial user prices established under Fair Trade Agreement in all states except Missouri, Texas, Vermont and District of Columbia where they are suggested only.

**WARRANTY:**

All fixtures warranted against defective parts and workmanship.

**RETURNED GOODS:**

No returned goods will be accepted by us unless we have previously authorized their return in writing. For service repairs consult your supplier for name and address of nearest Authorized Dazor Service Station.

Dazor Floating Magnifiers are manufactured under one or more of the following patents: 2,200,518; 2,299,250; 2,299,251 and 2,334,436; other patents pending.

DESIGN

Desk Lamps

A-1

LIBRARY

MAR 25 1953

U.S. PATENT OFFICE

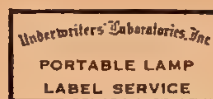
## INDUSTRIAL USER\* PRICE LIST

Effective March 1, 1953

# DAZOR FLOATING LAMPS

14-WATT FLUORESCENT LAMPS FOR OPERATION ON DIRECT CURRENT

UNDERWRITERS APPROVED



U. S. Patent Office  
APR 27 1953  
Design Division

\*Industrial User: The term industrial user is defined and restricted to mean industrial plants, public utility companies, schools, hospitals and broadcasting stations.

**DAZOR MANUFACTURING CORP.**

4481-87 DUNCAN AVENUE

ST. LOUIS 10, MO.





**Fluorescent  
DESK MODEL**

The weighted base does not require fastening down. It may be placed anywhere on a flat-top desk, table or other horizontal surface.

Model Number	Circuit Voltage	Power Factor	Arm Extension	Western Price	Eastern Price
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For Two T12 14-W Tubes

UL-14W-2324-10	110V-DC	High	24"	\$25.31	\$23.81
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**Fluorescent  
UNIVERSAL MODEL**

This Dazor may be clamped or screwed to any surface—horizontal, vertical or sloping. Dual-clamp fitting is removable. Screws furnished.

Model Number	Circuit Voltage	Power Factor	Arm Extension	Western Price	Eastern Price
--------------	-----------------	--------------	---------------	---------------	---------------

For Two T12 14-W Tubes

UL-14W-2124-10	110V-DC	High	24"	\$19.31	\$18.56
UL-14W-2134-10	110V-DC	High	34"	19.31	18.56



**Fluorescent  
BRACKET MODEL**

The gooseneck bracket base fastens to underside of drawing board, leaving upper edge clear for T-square. Board cover drops into gooseneck.

Model Number	Circuit Voltage	Power Factor	Arm Extension	Western Price	Eastern Price
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For Two T12 14-W Tubes

UL-14W-2434-10	110V-DC	High	34"	\$19.31	\$18.56
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**Fluorescent  
BUSINESS MACHINE MODEL**

The bracket of this Dazor is easily clamped to round or square leg of any business machine. Bolts furnished.

Model Number	Circuit Voltage	Power Factor	Arm Extension	Western Price	Eastern Price
--------------	-----------------	--------------	---------------	---------------	---------------

For Two T12 14-W Tubes

UL-14W-2624-10	110V-DC	High	24"	\$24.38	\$23.63
UL-14W-2634-10	110V-DC	High	34"	24.38	23.63



U. S. Patent Office  
APR 27 1953  
Design Division

### Fluorescent PEDESTAL MODEL

A heavy iron base, 12" in diameter, gives stability to this portable, floor-type Dazor. Pedestal measures 39" from floor to arm hinge at top of pedestal.

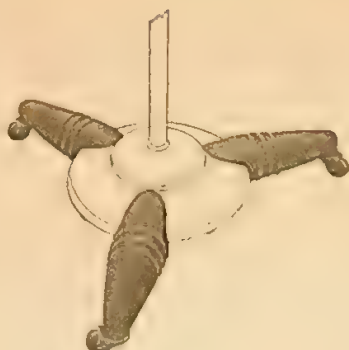
Model Number	Circuit Voltage	Power Factor	Arm Extension	Western Price	Eastern Price
--------------	-----------------	--------------	---------------	---------------	---------------

For Two T12 14-W Tubes

UL-14W-2224-10	110V-DC	High	24"	\$29.44	\$27.94
UL-14W-2234-10	110V-DC	High	34"	29.44	27.94

### CASTER ATTACHMENTS FOR PEDESTAL MODEL

This accessory attaches to the base of any Dazor Pedestal model and permits the fixture to be easily rolled wherever desired. Priced and packaged three to a set.



Model Number	Western Price	Eastern Price
X-542	\$6.94	\$6.19



### THE FLOATING ARM PRINCIPLE

The answer to the Dazor lamp's freedom of movement lies in its *Floating Arm*—a patented Dazor development. An enclosed spring force maintains the arm firmly in *balance*, at any point within the lamp's broad field of action.

A touch of the hand *floats* the Dazor Lamp into virtually any position. It can be raised, lowered, pushed, pulled or turned—and always the light *stays put*, exactly where it is wanted, without tightening or locking. Visualize what this improvement means from the standpoint of seeing ease and safety. Think how it relieves eyestrain, reduces fatigue, curtails spoilage and error; how it makes for greater efficiency and lower production costs.

Offices and industrial plants by the thousands have been quick to adopt this modern light-source for all types of office work, machine operation, precise assembly work and close-inspection tasks.

Dazor 14-watt fluorescent lamps are for use on direct current having a voltage not lower than 108 volts. In view of the characteristics of 14-watt tubes, we recommend, for lower voltages, our incandescent fixtures (see Form 723).

### For other Dazor products see forms listed below

- Form 721: 15-Watt Fluorescent Lamps for Operation on Alternating Current
- Form 723: Incandescent Lamps, Air-Cooled or Regular
- Form 724: Magnifiers with Fluorescent Lighting
- Form 725: Floating Arm for Microphones
- Form 726: Medical and Surgical Lamps
- Form 727: Quartz Ultraviolet Lamp



**FINISH:**

Standard—brown baked enamel over bonderizing. On special order—gray over bonderizing.

**STANDARD PACKING:**

Universal and Bracket model—One to a carton; six cartons to a shipping case.

Desk model—One to a shipping case.

Pedestal model—One to a shipping case.

Business Machine model—A single unit is shipped in two cartons, the arm in one and the base in the other; six arms to a shipping case; six bases to a shipping case.

Caster attachments for Pedestal model—Set of 3 to a shipping case.

**SHIPPING WEIGHTS (lbs., each unit, approx.):**

Universal model.....	9	Pedestal model.....	35½
Bracket model.....	9	Business Machine model.....	10
Desk model.....	21	Caster attachments (set of 3) for Pedestal model.	13

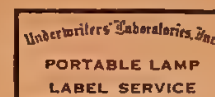
**\* UNDERWRITERS' APPROVAL:**

All models listed herein are approved by Underwriters' Laboratories, Inc.

Universal, Bracket and  
Business Machine  
models have the marker—



Desk and Pedestal  
models carry the label—

**PRICES:**

Do not include tubes.

Eastern Price—applies east of Denver and El Paso.

Western Price—applies Denver, El Paso and points west.

Prices and specifications are subject to change without notice.

F. O. B. destination—2% 10th prox.

U. S. Patent Office  
APR 27 1953  
Design Division

**TAXES:**

The amount of any present or future sales or use tax, or of any revenue, excise or other tax, which may be made applicable to the products appearing in this price list, or to the manufacture, sale or use thereof, shall be paid by the purchaser.

**FAIR TRADE:**

Industrial user prices indicated herein are the minimum industrial user prices established under Fair Trade Agreement in all states except Missouri, Texas, Vermont and District of Columbia where they are suggested only.

**WARRANTY:**

All fixtures warranted against defective parts and workmanship.

**RETURNED GOODS:**

No returned goods will be accepted by us unless we have previously authorized their return in writing. For service repairs consult your supplier for name and address of nearest Authorized Dazor Service Station.

Dazor Floating Lamps are manufactured under one or more of the following patents: 2,200,518; 2,299,250; 2,299,251 and 2,334,436; other patents pending.

DESIGN

A-1

LIBRARY

MAR 25 1953

U. S. PATENT OFFICE

*Desk, Bed Mirror Ramps*

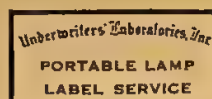
**INDUSTRIAL USER\* PRICE LIST**

Effective March 1, 1953

# DAZOR FLOATING LAMPS

15-WATT FLUORESCENT LAMPS FOR OPERATION ON ALTERNATING CURRENT

**UNDERWRITERS APPROVED**



U. S. Patent Office  
APR 27 1953  
Design Division

\*Industrial User: The term industrial user is defined and restricted to mean industrial plants, public utility companies, schools, hospitals and broadcasting stations.

**DAZOR MANUFACTURING CORP.**

4481-87 DUNCAN AVENUE

ST. LOUIS 10, MO.





**Fluorescent  
DESK MODEL**

The weighted base does not require fastening down. It may be placed anywhere on a flat-top desk, table or other horizontal surface.

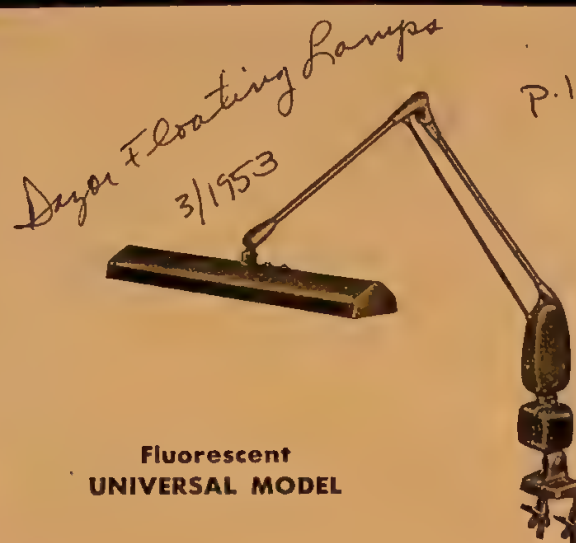
Model Number	Circuit Voltage	Power Factor	Arm Extension	Western Price	Eastern Price
For Two T8 15-W Tubes					
UL-2324-16	110V-60C	Low	24"	\$23.25	\$21.75
UL-P-2324-16	110V-60C	High	24"	25.31	23.81
UL-2324-15	110V-50C	Low	24"	24.00	22.50
UL-P-2324-15	110V-50C	High	24"	26.44	24.94



**Fluorescent  
BRACKET MODEL**

The gooseneck bracket base fastens to underside of drawing board, leaving upper edge clear for T-square. Board cover drops into gooseneck.

Model Number	Circuit Voltage	Power Factor	Arm Extension	Western Price	Eastern Price
For Two T8 15-W Tubes					
UL-2434-16	110V-60C	Low	34"	\$17.06	\$16.31
UL-P-2434-16	110V-60C	High	34"	19.31	18.56
UL-2434-15	110V-50C	Low	34"	18.00	17.25
UL-P-2434-15	110V-50C	High	34"	20.44	19.69



**Fluorescent  
UNIVERSAL MODEL**

This Dazor may be clamped or screwed to any surface — horizontal, vertical or sloping. Dual-clamp fitting is removable. Screws furnished.

Model Number	Circuit Voltage	Power Factor	Arm Extension	Western Price	Eastern Price
For One T8 15-W Tube					
UL-1124-16	110V-60C	Low	24"	\$14.81	\$14.06
UL-1134-16	110V-60C	Low	34"	14.81	14.06
UL-P-1124-16	110V-60C	High	24"	16.88	16.13
UL-P-1134-16	110V-60C	High	34"	16.88	16.13
UL-1124-15	110V-50C	Low	24"	15.56	14.81
UL-1134-15	110V-50C	Low	34"	15.56	14.81
UL-P-1124-15	110V-50C	High	24"	18.00	17.25
UL-P-1134-15	110V-50C	High	34"	18.00	17.25

For Two T8 15-W Tubes					
UL-2124-16	110V-60C	Low	24"	\$17.06	\$16.31
UL-2134-16	110V-60C	Low	34"	17.06	16.31
UL-P-2124-16	110V-60C	High	24"	19.31	18.56
UL-P-2134-16	110V-60C	High	34"	19.31	18.56
UL-2124-15	110V-50C	Low	24"	18.00	17.25
UL-2134-15	110V-50C	Low	34"	18.00	17.25
UL-P-2124-15	110V-50C	High	24"	20.44	19.69
UL-P-2134-15	110V-50C	High	34"	20.44	19.69

**For other Dazor products see forms listed below**

Form 722: 14-Watt Fluorescent Lamps for Operation on Direct Current

Form 723: Incandescent Lamps, Air-Cooled or Regular

Form 724: Magnifiers with Fluorescent Lighting

Form 725: Floating Arm for Microphones

Form 726: Medical and Surgical Lamps

Form 727: Quartz Ultraviolet Lamp

U. S. Patent Office  
APR 27 1953  
Design Division



### Fluorescent PEDESTAL MODEL

A heavy iron base, 12" in diameter, gives stability to this floor-type Dazor. Lamp may be conveniently moved from one location to another. Pedestal measures 39" from floor to arm hinge at top of pedestal.



### Fluorescent BUSINESS MACHINE MODEL

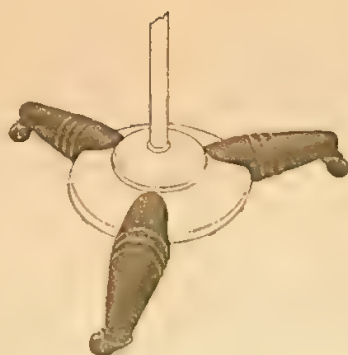
The clamp-on bracket of this specially-designed Dazor may be easily and quickly attached to round or square leg of any business machine. The four bolts that are furnished rigidly hold the base in place.

Model Number	Circuit Voltage	Power Factor	Arm Extension	Western Price	Eastern Price
For Two T8 15-W Tubes					
UL-2224-16	110V-60C	Low	24"	\$27.00	\$25.50
UL-2234-16	110V-60C	Low	34"	27.00	25.50
UL-P-2224-16	110V-60C	High	24"	29.44	27.94
UL-P-2234-16	110V-60C	High	34"	29.44	27.94
UL-2224-15	110V-50C	Low	24"	27.94	26.44
UL-2234-15	110V-50C	Low	34"	27.94	26.44
UL-P-2224-15	110V-50C	High	24"	30.56	29.06
UL-P-2234-15	110V-50C	High	34"	30.56	29.06

Model Number	Circuit Voltage	Power Factor	Arm Extension	Western Price	Eastern Price
For Two T8 15-W Tubes					
UL-2624-16	110V-60C	Low	24"	\$22.31	\$21.56
UL-2634-16	110V-60C	Low	34"	22.31	21.56
UL-P-2624-16	110V-60C	High	24"	24.38	23.63
UL-P-2634-16	110V-60C	High	34"	24.38	23.63
UL-2624-15	110V-50C	Low	24"	23.25	22.50
UL-2634-15	110V-50C	Low	34"	23.25	22.50
UL-P-2624-15	110V-50C	High	24"	25.50	24.75
UL-P-2634-15	110V-50C	High	34"	25.50	24.75

### CASTER ATTACHMENTS FOR PEDESTAL MODEL

This accessory attaches to the base of any Dazor Pedestal model and permits the fixture to be easily rolled wherever desired. Priced and packaged three to a set.



Model Number	Western Price	Eastern Price
X-542	\$6.94	\$6.19

### DAZOR POLAROID† FILTER



The filter fits any 2-tube 15-watt fluorescent Dazor Floating Lamp. Consists of transparent Polaroid light-control film, 2 metal endpieces and 2 screws for easy fastening to the reflector housing.

Model Number	Western Price	Eastern Price
F-570	\$2.81	\$2.81

† © Polaroid Corporation



## FINISH:

Standard—brown baked enamel over bonderizing. On special order—gray over bonderizing.

## STANDARD PACKING:

Universal and Bracket model—One to a carton; six cartons to a shipping case.

Desk model—One to a shipping case.

Pedestal model—One to a shipping case.

Business Machine model—A single unit is shipped in two cartons, the arm in one and the base in the other; six arms to a shipping case; six bases to a shipping case.

Caster attachments for Pedestal model—Set of 3 to a shipping case.

Polaroid Filter—One to a carton, 12 cartons to a shipping case.

## SHIPPING WEIGHTS (lbs., each unit, approx.):

	One-Tube 15-W	Two-Tube 15-W
Universal model.....	9½.....	10
Bracket model.....		11
Desk model.....		23
Pedestal model.....		37
Business Machine model.....		12

Caster attachments (set of 3) for Pedestal model . 13

Polaroid Filter..... 1

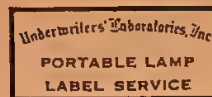
## UNDERWRITERS' APPROVAL:

All models listed herein are approved by Underwriters' Laboratories, Inc.

Universal, Bracket and  
Business Machine  
models have the marker—



Desk and Pedestal  
models carry the label—



## PRICES:

Do not include tubes.

Eastern Price—applies east of Denver and El Paso.

Western Price—applies Denver, El Paso and points west.

Prices and specifications are subject to change without notice.

F. O. B. destination—2% 10th prox.

## TAXES:

The amount of any present or future sales or use tax, or of any revenue, excise or other tax, which may be made applicable to the products appearing in this price list, or to the manufacture, sale or use thereof, shall be paid by the purchaser.

## FAIR TRADE:

Industrial user prices indicated herein are the minimum industrial user prices established under Fair Trade Agreement in all states except Missouri, Texas, Vermont and District of Columbia where they are suggested only.

## WARRANTY:

All fixtures warranted against defective parts and workmanship.

## RETURNED GOODS:

No returned goods will be accepted by us unless we have previously authorized their return in writing. For service repairs consult your supplier for name and address of nearest Authorized Dazor Service Station.

Dazor Flooding Lamps are manufactured under one or more of the following patents: 2,200,518; 2,299,250; 2,299,251 and 2,334,436; other patents pending.



Preliminary work on programs and materials for next year's Diamond Jubilee of Light has been initiated following approval of Jubilee aims by the Edison Electric Institute Board of Directors, it was announced today by George H. Blake, Chairman of the Light's Diamond Jubilee Program Planning Committee. Mr. Blake, who is President of Public Service Electric and Gas Company, also stated that N. W. Ayer & Son Inc., have been selected as public relations consultants for the Jubilee.

Associated with Mr. Blake on the Jubilee's policy-making committee are Ralph J. Cordner, President, General Electric Co.; B. L. England, President, Edison Electric Institute, and President, Atlantic City Electric Co.; P. H. Powers, President, West Penn Power Co.; Gwilym A. Price, President, Westinghouse Electric Corp.; and J. R. Whiting, President, Association of Edison Illuminating Companies, and Chairman of the Board, Consumers Power Co.

To be observed on a national and local scale, Light's Diamond Jubilee will enlist the cooperative efforts of electric utilities, manufacturers, and other interested electrical industry groups and organizations, with particular emphasis on activities conducted by local companies in their own communities.

### Lamp Bulbs Higher

General Electric announced an increase in the prices of lamps for use in homes, stores and factories by an average of 8.8 per cent.

The price change involves many types of both incandescent and fluorescent lamps. Examples: The price of the 60-watt lamp bulb is raised from 14 to 16 cents, and that of the 40-watt fluorescent lamp from \$1.05 to \$1.10.

The Westinghouse Lamp Division has announced a price increase on large incandescent and fluorescent lamps. The increases will apply to a selective list of lamps in the large incandescent and fluorescent categories only and will be announced shortly to distributors to become effective April 11, according to the announcement.

Spring quarter courses announced by the Chicago Lighting Institute include a lecture course by William Richards and a laboratory course by Raymond Wozniak on Lighting Fundamentals. These courses co-sponsored with the Illinois Institute of Technology and Chicago Section Illuminating Engineering Society. The tuition fee is \$20.00.

The schedule of lectures is as follows: April 6th, Light and Sight; April 13th, Fundamentals of Illumination; April 20th, Light Sources (incandescent and vapor arc); April 27th, Light Sources (fluorescent); May 4th, Illumination Design; May 11th, Industrial Applications (movies and slides); May 18th, Exterior Applications (slides); May 25th, Office and School Applications (slides); June 1st, Store Applications (movies and slides); June 8th, Residential Applications (movies and slides); June 15th, Fundamentals of Wiring for Lighting; June 22nd, Lighting Economics.

The laboratory courses, every other Thursday evening from April 9th through June 18th, covers the following: Basic Laboratory; Brightness Meters and Visibility Meters; Lighting Survey Incandescent and Fluorescent Lamp Characteristics; Photometers Distribution Curves; Lumen Evaluation.

### New Wholesaler at St. Pete

Gulf Coast Electrical Supply, Inc., has been opened at 1540 19th St., N., St. Petersburg, Florida, as a wholesale supply and fixture house.

The company is headed by Jerry Stark, a son of Lou Stark, who represents Market Electric Products, Inc., in the New York area.

### Research Head Retires

Dr. Aaron M. Hageman, who for the past ten years has directed research and engineering at the Westinghouse Lamp Division here, will retire August 31 after 35 years' service with the corporation; it was announced recently. Dr. Hageman has been staff assistant to Ralph C. Stuart, Westinghouse vice president in charge of the division, since 1951.

The Swivlier Co., Inc., has announced the removal of its factory and general office to 43 34th St., Brooklyn 32, N. Y. The firm's showroom and sales office is still located at 30 Irving Place, New York 3, N. Y.

### Adjustable Bed-lamp

A new adjustable lamp with a shade molded of American Cyanamid Company's heat-resistant Beetle plastic, these lamps are available in pastel ivory, pink, blue and green.



Equipped with adjustable thumb screws, lamp is attached to head boards, table tops, medicine chests, music stands, exhibit displays, wall moldings and many other surfaces. Rubber inserts prevent scratching by the screws.

Manufactured by Atlas Consolidated Corporation, 298 Junius Street, Brooklyn, New York, these Beetle-shaded plastic lamps retail for \$1.98 individually boxed and are available at syndicate stores.

### Elmo Parts Catalog

Elmo Metal Products Co. Inc., 1183 Broadway, N. Y. 10, has published its catalog no. 52, for 1953, showing brass, steel, aluminum screw machine parts, electrical specialties, fittings, hardware, stampings—for the electrical, lamp and shade, and the incandescent and fluorescent lighting fixture trade.



## Many New Ideas in Distinctive Church Lighting Fixtures

### WRITE FOR NEW CATALOG

Catalog shows representative fixtures from our many designs. New ones are being developed regularly for individual jobs.

### CUSTOM-MADE FIXTURES

Will make to your design or we will submit suggestions from rough drawings based on years of experience in specializing on church lighting fixtures.

## CHAPPELL MANUFACTURING CO.

Established 1913

5144 W. Jefferson Blvd., Los Angeles 16, Calif.

## NEW CIRCLINE SOCKET FOR PERMANENT MOUNTING



Available for immediate delivery. Send for prices and samples today!

## B.J. INDUSTRIES

708 S. 3rd Street  
Phila. 47, Pa.







# Shopping

with  
Pat Quinan



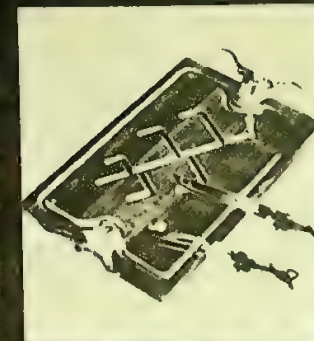
**HE'LL GET A KICK OUT OF THESE.** and so will his car! Real pony shoes attach to rear license plate, and every in back of him will want a pair exactly like them. With so much good luck riding his tail, he'll never come to grips with the law! With a bright lacquer finish, pony shoes are drilled, and bolts included. \$1 the pair. Post. Order from Horseshoe Forge, Lexington, Massachusetts.



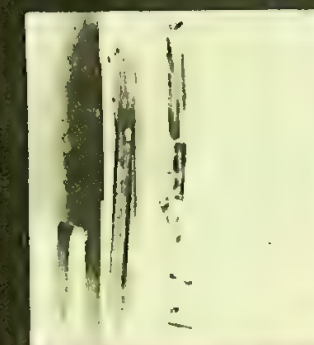
**A CUTIE IS A KUTIE** is completely irresistible, and we've found a woman who is a genius at making them. In Davidson, Dress Gordon, or Stewart of Atlanta tartans, kilties in sizes 3-6 are \$9.95; sizes 8-12, \$13.95. Glenvarry bonnet to match, in sizes 20, 21, and 22, \$13.95. Post. Tartans are imported original clan plaids, especially woven in Scotland for Grillon de Paris, Ridgefield, Connecticut.



**EVERY MAN** loves this—and no wonder! It's the best-looking meal platter we've seen. Made of hard maple with a well-hand-carved design to channel the gravy, the cast-aluminum steel-hand handles are true works of art. For roast beef or steak, it would be sensational. 24" long, \$20. Initials braided into board. \$2. Charging steel carving set, \$26. Post. Fin. N Feather Farm Gift Shop, RFD 1, Dundee, Ill.



**SHOWER BLESSINGS:** Here's a Shower Aid: the greatest "plus" for happy showering since the sponge spray. A heavy, clear plastic panel comes with two curtain hooks to hang over your rod, and the series of 5 pockets are designed to hold hair brush, shampoo, washcloth, shower cap, and soap. It's a real stopper, and just \$1. Postpaid from Brock's of Boston, 735 Brock Building, Boston 10, Mass.



OCT 16 195

DESIGN DIVISION



In Response to Many Requests for a Complete Monogrammed Linen Trousseau **FRANKLIN BAYER** Announces a Bridal Linen Club Plan

Write Today for Descriptive **FREE** Booklet, Your Guide to Fine Linens

Franklin Bayer offers you the opportunity to buy luxurious, quality linens on a simple budget plan. For the bride and the bride-to-be this complete trousseau contains every essential item for setting up housekeeping. For the homemaker it's a perfect refresher to renew and replenish depleted linen shelves.

**YOUR PERFECT TROUSSEAU OF 81 WONDERFUL PIECES INCLUDES: 9 PIECE IMPORTED DAMASK DINNER SET, 8 PERCALE SHEETS, 8 PERCALE PILLOWCASES, 25 PIECE MARTEX BATH SET** and many more attractive pieces with your choice of smart three-letter monograms.

Franklin Bayer Trousseaux are available in 3 sizes (\$115.00, \$211.75, \$320.75). Whichever size you choose, your trousseau will cost far less than if purchased separately... and you have up to 14 months to complete payment.

Write today for free booklet and **NETTER YET** send first membership payment of just \$5.50. Helpful booklet and lovely personalized gift for you will follow.



**Franklin Bayer**  
The Linen Shop, Inc.

630 NORTH MICHIGAN BLVD.  
CHICAGO 11, ILLINOIS



**NEW!**

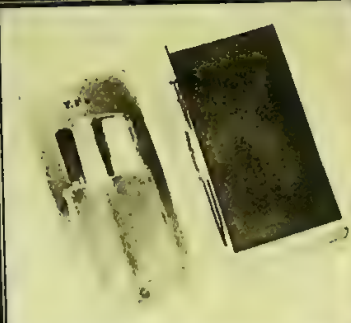
**Bud Vase or Candlestick!**

**2 in 1**

Exciting new gift exclusive! Unusual bud vase of lustrous hand-crafted copper. Lift out the sparkling glass vase... presto!... a handsome candlestick! 5 inches high, diameter 3 1/2 inches. Lustrous satin finish. So attractive (so inexpensive, too!) you'll want several on hand for any gift occasion. Pair \$2.75, \$1.50 for one, or send \$5.25 for table setting of four, postpaid. Add 50 cents for 4 six-inch hand-dipped candles. Immediate shipment. Satisfaction or money back. Send check or money order today!

**Elliott** DEPT. HD-1  
BOX 2661 • CHARLESTON, W. VA.

**\$2.75 PAIR**



**Pocket Secretary**

We think this is the finest man's billfold we've ever seen at the price. Made of pigskin, it comes fitted with note pad, gold-plated pencil, gold-plated nail file and comb. The 3 full-length compartments holds his money, papers, cords. Stamped with 3 clear initials.

just **\$6.95**

tax and postage included  
sorry, no c.o.d.'s

**Page & Biddle, Inc.**  
21 Station Road Haverford, Penna.

**LIGHT FANTASTIC**



An ingenious bed lamp with serpentine neck and swivel base. It affixes to the back of any headboard, adjusts to any position for perfect lighting. Swings entirely out of sight behind the bed for daytime decor. Special bulb focuses light. 6.75 each.

**Hale's Beds**

605 Fifth Ave., New York

**GLARE PROOF LAMP**

A new desk lamp made of metal tubing weighted at the bottom for perfect balance with a Universal swivel at the top of the stem to which is attached the new pierced ball shaped reflector. The reflector curves in at the bottom to prevent glare. The piercing creates a pleasing effect particularly when the lamp is lighted. This versatile desk lamp, the latest design of Kurt Vernon, can be turned up or down as well as sideways. It is available in dusk gray, sage green, terra cotta, desert gold and coral.

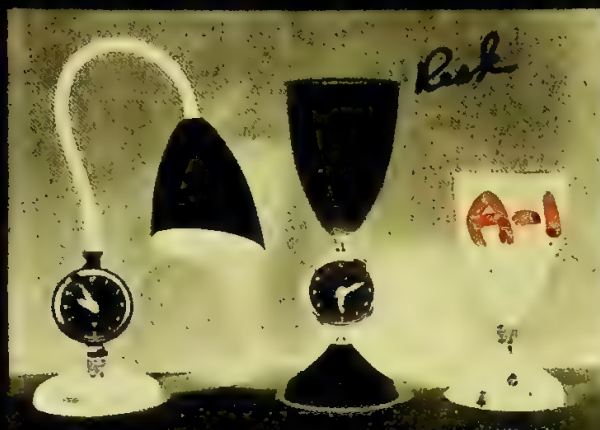
\$12.00 post paid

**WOODHALL, INC.**

55 Center Street, Waterbury, Connecticut



A-1



1124

1125

1126

ALL LAMPS AND LAMP CLOCKS COME INDIVIDUALLY PACKED.

1124 has 3 way lighting, 8' approved cord set. Stands 12" tall.

1125 has 3 way lighting 8' approved cord set. Stands 16" tall with guaranteed self-start clock.

1126 has on-off push switch, 8' approved cord set, flex-arm and guaranteed self start clock. Unit stands approximately 24".

Displayed in Room 638-41 American Furniture Mart, Chicago  
Room 1481, Merchandise Mart, Chicago

PERMANENT SHOWROOMS

## You've Never Seen Anything Like Them

★ ★ ★

### T. V. ACCESSORY MUSTS

★ ★ ★

These sensational lamps are gorgeously finished in "Genuine Meneris" four popular colors:

Chartreuse  
Rust  
Black  
Emerald Green

The clock cases of the lamps shown, are exquisitely finished in 24 karat gold plate.

**Popularly Priced Line.**

**DON'T DELAY — PLACE YOUR ORDER NOW**

*Designed and Manufactured by:*

## THE MENERIS CO.

2362 N. Leavitt St.

Chicago 47, Illinois

## We Knew You Were Coming...

SO

WE COOKED UP THE BEST LINE  
WE'VE EVER HAD!

*Crystal & China*

*Boudoir Lamps & Hurricanes*

*Crystal Table Lamps*

NEW YORK

HOTEL NEW YORKER

ROOMS 718-19

### ROBERT ABBEY, INC.

373 FOURTH AVENUE

NEW YORK 16, N. Y.

CHICAGO: 1274 Merchandise Mart

*Member by Merit Lamp & Shade Institute of America*

**DeBONO,**  
INCORPORATED

*Now...* IN OUR  
**TWENTY-FOURTH  
YEAR!**

Quality, Styling, Value and Craftsmanship  
combine to present sales stimulating, pace  
setting creations.

NEW YORK LAMP SHOW  
Hotel New Yorker ROOM 725

### De BONO, INC. PATCHOGUE, N. Y.

PERMANENT DISPLAYS:

New York  
225 Fifth Ave.

Chicago  
1294 Merchandise Mart

Los Angeles  
Martin DeHaan  
Furniture Mart

Baltimore Representative  
C. B. Baker  
Baltimore, Md.



# Desk Lamp Box A-1 Lighting and Lamps

P. 74  
July, 1950



## Raytomic LAMPS LEADERS for FALL

See  
them  
at...

NEW YORK LAMP SHOW  
HOTEL NEW YORKER  
ROOM 924

MEMPHIS GIFT SHOW DALLAS GIFT SHOW  
MEMPHIS, TENN. DALLAS, TEXAS  
R. (Dick) Best in Attendance R. (Dick) Best in Attendance

CHICAGO  
PERMANENT DISPLAY  
JOHN A. McCOY  
MUSE, MART  
ROOM 1228



74

# RAYTOMIC

INCORPORATED

BROADWAY, NEW YORK 3, N. Y.

### Modern Shows Strength

It is reported that Modern lamps met with an acceptance at the Chicago market that confirmed the belief of their supporters and amazed the more conservative. Modern designs that are not too extreme, that are attractive and livable have brought this about. Lamps that are at home in almost any interior, either traditional or modern and that are available in the medium price ranges.

Many are now buying Modern who have avoided it until the demand could no longer be ignored. The growing popularity of modern lamps is reflected also in the latest and more comprehensive showings by stores that have limited them to a greater or less degree.

There has been a corresponding increase in the number of modern lamps shown at this market by manufacturers who anticipated the trend to modern. This makes available an ample variety of modern lamps with which to take advantage of the demand.

### Second Quarterly Issue of Modern Lamps August 1

The second quarterly issue of Modern Lamps will be issued August 1. It has been announced.

Reviewing the outstanding developments in Modern as presented at the New York, California and Chicago lamp markets, the issue will include a Retailers Report covering the various phases of selection, display and merchandising Modern; a discussion on Basic Principles; The use of modern lamps in residential interiors; a symposium on ceramic lamps; and other features including a large collection of modern designs from a variety of leading departments and a variety of lamp styles in various sections of the country.

Please note that the second quarterly issue of Modern Lamps is now 25¢.

### Clock Lamps for TV

Combination lamps and clocks featured by the Morgan Co., 2102 N. Dearborn St., Chicago 62. The Morgan line is in the hands of Robinson and Sons, and without clocks, built in the same popular colors, direct to the job.

### Rotating Swivel Connector

Remount Products, 2102 N. Dearborn St., Cleveland, Ohio, has announced its new Swivel Connector which is claimed to permit electrical connections to rotate freely and continuously, right or left, without interruption of current flow or contact.

It is claimed that the swivel which can be locked in position houses a continuous electrical circular contact, male and female. It is made in various shapes and sizes and standard threads for two, three, or four wire circuits.

RETURN TO  
DESIGN DIV.

RETURN TO  
DESIGN DIV.



## LIGHTING



HARRY HANDLER for General Lighting Company

Lighting. The combined effect of spun aluminum material and vigorous contours gives these lamps a virility which many others lack. They are adaptable to many uses in all parts of the home, and may be as effective and as right in a kitchen as they are in a living room or study. \$14.00 and \$15.00.



Page Fifty-one

A-1

Property of U. S. Patent Off.  
For Examiners Use Only.



## INDUSTRIAL EQUIPMENT NEWS

August

BREVITY—Identify by IEN - 7643 if you write the maker

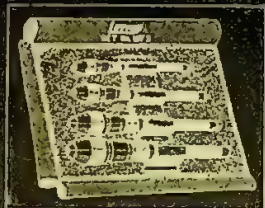
**COOLING . . Drinking fountain with sealed refrigerating equipment**Source: TEMPRITE PRODUCT CORP.  
45-49 Piquette Ave., Detroit 2, Mich.

Capacity rates 6 gal. in this new addition to the company's line of refrigerated drinking fountains. The new unit can be supplied with air or water-cooled condenser and can be specified for operation on current of given characteristics.

The assembly includes a stainless-steel top, drain and hubber assembly, water-flow button and an optional stainless-steel foot control which can be used interchangeably with the button. Water flow is

regulated to maintain a steady stream to the user on a pressure range varying from 20 to 80 lb. in the supply line.

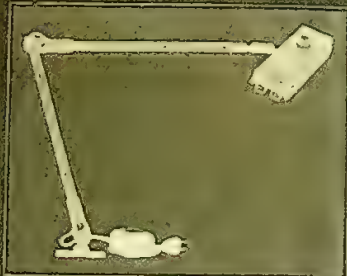
BREVITY—Identify by IEN - 7644 if you write the maker

**CHUCK . . Pin vise assembly, four sizes for work to .200 inch**Source: LUFKIN RULE CO.  
1948 Hess Ave., Saginaw, Mich.

No. 197S is a new assembly in a carrying case of four collet chucks with integral hollow knurled shanks to hold work or small tools. The smallest will take diameter to .055 inch. The largest rates .110 to .200 inch. The hollow shank permits holding long work. List

price for the set is \$4.40 with the leatherette case. Individual units can be purchased separately.

BREVITY—Identify by IEN - 7645 if you write the maker

**LIGHTING . . Fluorescent fixture, flexible arms, for machine or bench**Source: STOCKER & YALE  
46-50 Birch St., Marblehead, Mass.

Model 10 is new in the company's Lite-Mite line of adjustable fixtures to provide high-level illumination in small critical areas as on a machine or at an inspection or assembly bench. The head measures 6 in. in length, takes two 4-watt

lamps that provide 550 foot candles of light at 3 to 5 in. from the head. The lamps operate without heating, are turned on and off at a switch on the head. The adjustable support arms are available in lengths ranging from 0 to 13 inches.

All Makers of These and All Other Products Are Listed in THOMAS' REGISTER . . Descriptions . . Ratings . . See Page 36

BREVITY—Identify by IEN - 7647 if you write the maker

**FOR CLEANER FLOORS IT'S LAWLOR**

Don't care what kind of floor you have—what its size or condition may be—there's a right Lawlor to clean and wax polish it in a jiffy!

For 50 years Lawlor has specialized in improved floor cleaning equipment—anything from heavy-duty electrically operated scrubbing units to mopping and wringer sets.



A Size for Every Need

Write today for new Catalog

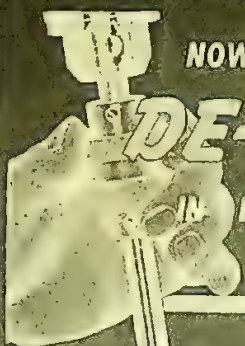
S. C. LAWLOR CO., 120 N. Aberdeen St., Chicago 7, Ill.

BREVITY—Identify by IEN - 7648 if you write the maker

NOW MULTI-WALLED PARTS

**DE-BURRED**

IN DOUBLE-QUICK OPERATION

**NEW NOBUR BURR-REMOVING TOOL QUICKLY AND EASILY REMOVES BURRS FROM HOLES IN MULTI-WALLED PARTS!**

NOBUR eliminates slow, costly hand methods of burring—used on any machine, lathe, drill press, portable electric drill or at end of a flexible shaft. Minimizes costly rejects—enables operator to do more in less time—increases production, lowers production costs. No skilled help necessary—easy to operate—green trainees and women operators do burring with speed and accuracy. Smooth, clean-cutting action of the NOBUR will pass the most critical inspection. Important parts are hardened and ground. Shaft is finished to a diameter slightly under its basic size—double-edged cutting blade is of special tool steel, can freely cut either alloy, steel or soft metal. Tool is simple in construction—rugged. For complete information—write.

With the double blade in contact with the work, the burr is removed. The tool is then rotated, and the burr is removed. The tool is then rotated, and the burr is removed. The tool is then rotated, and the burr is removed.

NOBUR MANUFACTURING CO.  
717 N. Victory Blvd. Burbank, California

NOBUR TOOLS



A-1

Pg. 42

1949

## INDUSTRIAL EQUIPMENT NEWS

August

BREVITY—Identify by IEN - 7702 if you write the maker. 4V

**VALVE . . Union bonnet gate design  
made of stainless steel, 1/2 to 1 in.**Source: COOPER ALLOY FOUNDRY CO.  
212 Bloy St., Hillside 5, N. J.

Various alloys are available in the construction of this new valve to meet specified service requirements. It is made with threaded ends in three sizes for 150-lb. service. The ball-and-socket design of the gate pieces assures self-compensating seating when the valve is closed. The back-seating design

permits packing under pressure in open position.

List price ranges from \$26 to \$36. Face-to-face dimension is 2 3/8 to 3 1/2 inches. Height in open position is 5 1/2 to 8 inches. The stuffing box takes six or more turns of packing.

BREVITY—Identify by IEN - 7703 if you write the maker. 4V

**LIGHTING . . Flexible arm fixture  
for application on bench or machine**Source: STA-PUT LITE & EQUIPMENT CORP.  
1608-12 W. Clybourn St., Milwaukee 3, Wis.

Minimum tubing and friction-controlled ball joints make up the arm of this new patented fixture. A key socket, metal reflector and base fit-

ting complete the wired assembly. Five overall lengths are 29 to 48 inches. The 29-in. unit, Model BK-3-29, lists at \$9.60.

BREVITY—Identify by IEN - 7704 if you write the maker. 4V

**CALCULATING . . Book keeping machine  
for small business organizations**Source: UNDERWOOD CORP.  
One Park Ave., 12th Fl., New York 16, N. Y.

Accounts-payable, receivable, general ledger and other records can be posted with this new portable machine. It also serves for calculations involving addition, subtraction, multiplication, division. It prints a record and proof of all work and takes the usual standard business forms. The operator enters a set of figures, selects the action and depresses a motor control. The machine takes over from there, can perform a

total of fourteen automatic operations.

BREVITY—Identify by IEN - 7706 if you write the maker. 4V

**UNDERFOOT SAFETY  
on EVERY STEP**

Feet don't slip when stairways and platforms are made of Feralun. Instead they find a "grip" that holds them—safe—even when wet or oily. Feralun does more than cut accident rates. It cuts maintenance costs, too. That's why Feralun has been for years the accepted standard for every type of public and private building.

Made of cast iron, Feralun has wear-resistant abrasive particles embedded in the walking surface. Available as full treads, nosings or floor plates, Feralun can be installed on any type of stairway. It is equally adapted to new or repair installations. Once installed, Feralun wears in the "iron" it is.

Write  
today  
for full  
information.

AMERICAN ABRASIVE METALS CO.  
460 Coit Street Irvington 11, N. J.

BREVITY—Identify by IEN - 7707 if you write the maker. 4V

**"COMMERCIAL"  
'BASIC PARTS  
FOR****Air Conditioning and Heating  
EQUIPMENT**

FAN HOUSINGS  
OIL BURNER TANK HEADS  
OIL BURNER TANK SUPPORT LUGS  
HOT AIR FURNACE HEADS  
HOT AIR HAT PIPES  
HOT AIR CRESCENT HEADS  
WATER HEATER TOPS  
WATER HEATER LEGS  
RANGE BOILER HEADS AND BOTTOMS  
TANK HEADS

Write for Literature

THE COMMERCIAL SHEARING  
AND STAMPING COMPANY.  
YOUNGSTOWN • 1 • OHIO • U. S. A.



PLASTICS

3-1948

P. 32

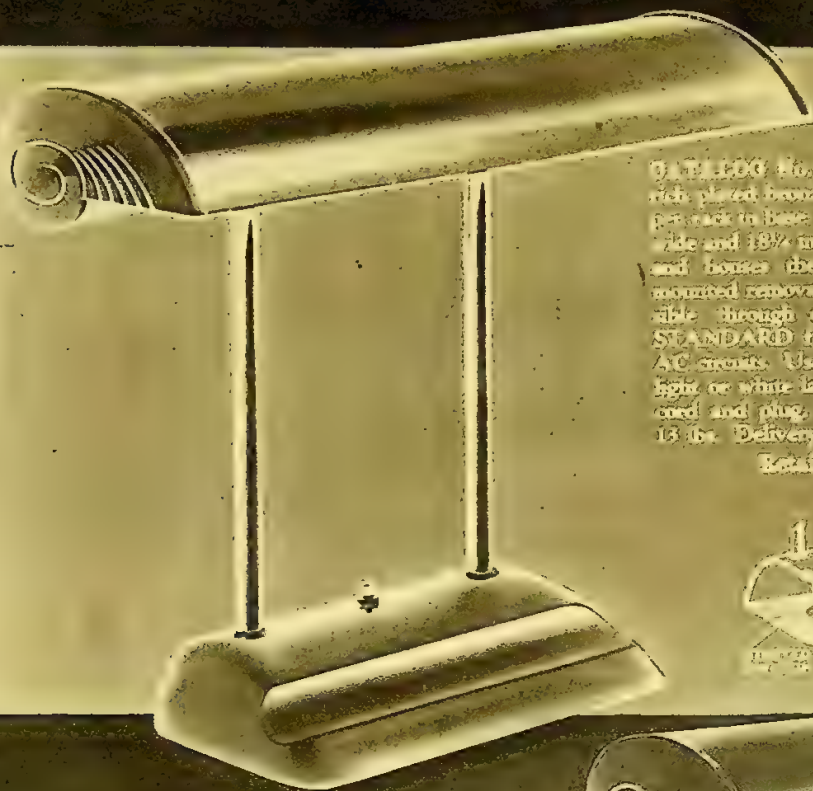
XD  $\frac{48}{20.2}$

A-1



Feather-light "Klip-On" lamp can be utilized for reading in bed. With "Lustron" hood and other attractive features, product of Stapleton Industries, Incorporated, Cleveland, Ohio, sells at price of \$2.29, with bulb and cord

# MILLER FLUORESCENT DAYLIGHT DESK LAMPS PROVIDE REAL EYE-COMFORT



**CATALOG No. FL 720** — stately styled. Finished in rich plated bronze. Convenient push-button switch and pen rack in base. 15 1/2 inches high. Reflector is 6 3/4 inches wide and 18 1/2 inches long. Base is 11 inches by 6 inches and houses the operating auxiliary. Has separately mounted removable starter switch which is easily accessible through opening in bottom of base. Supplied **STANDARD** for operation on 110-125 volt, 60 cycle AC circuits. Uses 15 watt T-8, 18 inch Fluorescent Daylight or white lamp. Comes with 9 foot rubber-covered cord and plug. Standard package. 1. Packed weight, 13 lbs. Delivery code, A

Retail price \$13.95 (less bulb)



**OPERATING  
AUXILIARY**

This shows the wiring diagram for the operating auxiliary. It is a simple circuit that controls the lamp. The diagram shows the connection between the lamp, the auxiliary, and the power source. It is a standard wiring diagram for this type of lamp.

**CATALOG No. FL 721** — an efficient fluorescent lamp with cast metal column. Finished in rich plated bronze. Convenient push-button switch and pen rack in base. 17 1/2 inches high. Reflector is 6 3/4 inches wide and 18 1/2 inches long. Base is 11 inches by 6 inches and houses the operating auxiliary. Has separately mounted removable starter switch which is easily accessible through opening in bottom of base. Supplied **STANDARD** for operation on 110-125 volt, 60 cycle AC circuits. Uses 15 watt T-8, 18 inch Fluorescent Daylight or white lamp. Comes with 9 foot rubber-covered cord and plug. Standard package. 1. Packed weight, 14 lbs. Delivery code, A

Retail price \$15.15 (less bulb)





A-1

## Desk Lamps

53

LAMP  
Today"

Be sure to specify  
A.C. or D.C.  
Georgian Bronze  
and  
Gold Finish.

Height 15 1/4"  
Width 18"  
Cord 3' Long

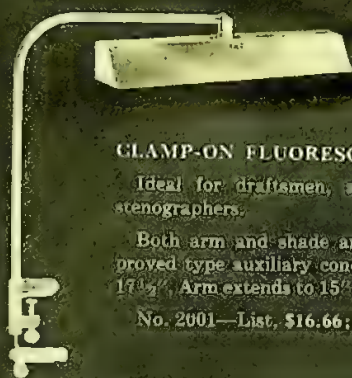
Model No. 2000

1. **REAL INDOOR DAYLIGHT:** Uses new Mazda T-8, 15 watt Fluorescent Daylight bulb, which gives the closest approach to real daylight ever achieved.
2. **MORE LIGHT:** 42 footcandles . . . at 18 inches . . . 4 times as much light as the average man has on his desk. Minute details can be seen with startling vividness . . . smallest type can be read with ease.
3. **COOL LIGHT:** Actually 50% cooler than ordinary lighting. And it is psychologically cooler. Imparts new feeling of coolness to offices.
4. **WIDE SPREAD:** Covers the desk with light. Shade is adjustable so light can be directed where needed.
5. **OUTSTANDING VALUE:** Sells at about half the price of any comparable unit. List, \$16.80 less lamp; resale, \$12.50.

## ECONOMICAL FLUORESCENT DESK LAMP

Uses one T-8 15 watt Daylight Fluorescent lamp. English bronze finish. Height 14 1/2". Auxiliary concealed in reflector. Neat and attractive.

No. 2002—List, \$10.60;  
6 @ \$9.54.



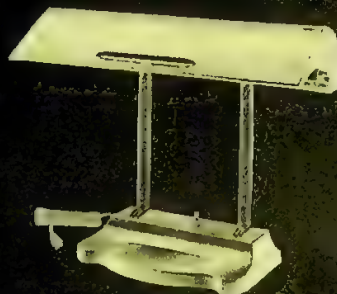
## CLAMP-ON FLUORESCENT DESK LAMP

Ideal for draftsmen, architects, bookkeepers, stenographers.

Both arm and shade are fully adjustable. Improved type auxiliary concealed in shade. Height, 17 1/2". Arm extends to 15". Georgian Bronze finish.

No. 2001—List, \$16.66; 6 @ \$15.00.

## FLUORESCENT DESK LAMP



An unusual combination of beauty and high lighting efficiency. Equipped with latest type approved ballast and starting switch.

Ornamental parabolic shade with genuine Alzak reflecting surface.

"On" and "off" switch conveniently located in large, pleasingly designed base.

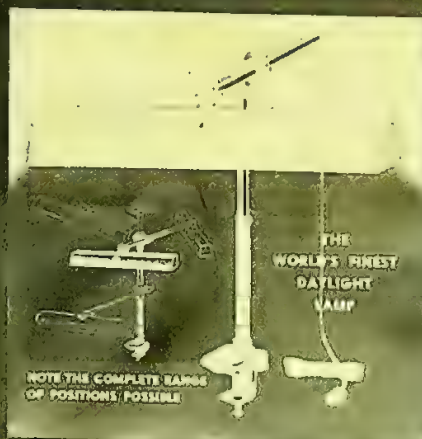
Finished in lacquered Bronze with Satin Gold trimming. Uses one 15 Watt, 18" Fluorescent lamp.

No.	Volts	Each	6 @
2006A	115, 60 Cy.	\$12.94	\$11.94
2006D	115, D. C.	12.94	11.94

(Bulb not included.)

## FLUORESCENT ADJUSTABLE LAMP

With Flange or Clamp-on Mounting



NOTE THE COMPLETE RANGE OF POSITIONS POSSIBLE

Adjustable to all positions

Flange mounting can be screwed to bench, wall or ceiling. Clamp-on mounting has adjustable screw opening to maximum of 2".

Upright arm adjusts from 14" to 26". Horizontal arm adjusts up to 16".

Shade is 18" long and has reactor built in.

Finished in baked Morocco Brown with Cadmium plated trim.

High efficiency enameled reflectors.

Use one 15 Watt, 18" Fluorescent Lamp.

Furnished with 9 ft. cord and rubber plug.

No.	Mounting	Volts	Each	6 @
2011AC	Flange	115, 60 Cy.	\$11.64	\$10.74
2011DC	Flange	115, D. C.	11.64	10.74
2012AC	Clamp	115, 60 Cy.	11.64	10.74
2012DC	Clamp	115, D. C.	11.64	10.74

(Bulb not included.)

ALL ITEMS SHOWN ON THIS PAGE 2% CASH DISCOUNT

U. S. ELECTRIC COMPANY

SPRINGFIELD, ILLINOIS



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For Examiner's Use Only.

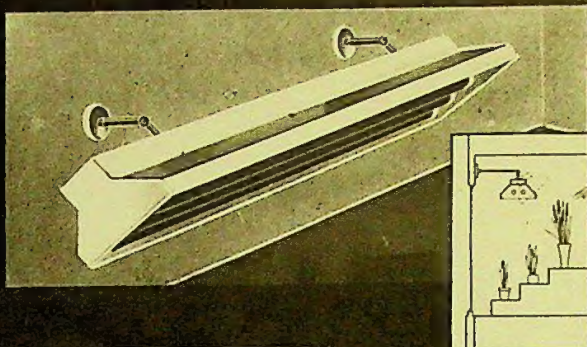


## SHOW WINDOW LIGHTING

Approved by Underwriters' Laboratories

### "DAYLIGHTING" FOR WINDOWS

Continuous Show Window lighting with adjustable brackets for focusing reflector at most advantageous position for height and width of each window. Can be furnished in units as shown or in continuous lengths. If continuous, one extra bracket included for each extra lamp length. Housing is steel, mahogany lacquer finish. Reflector is specular ALZAK.  $\frac{1}{2}$ " K.O. connectors in each fixture for connection. Fixtures completely wired with auxiliaries and brackets.

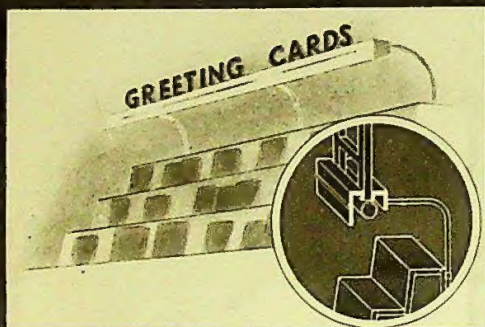


Cat. No.	Row of Lamps	For Lamps	Length	Width	Height
7902	2	18", 24", 36", 48"	All lengths are 1" longer than length of lamp used.	10"	5 $\frac{1}{4}$ "
7903	3	18", 24", 36", 48"		13"	5 $\frac{1}{4}$ "
7904	4	18", 24", 36", 48"		16"	5 $\frac{1}{4}$ "

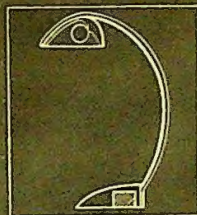
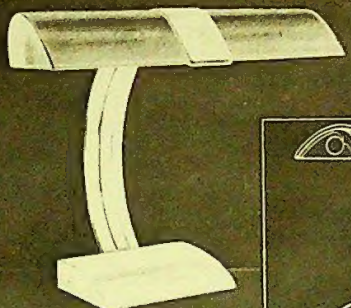
Specify size of lamps, when ordering

### FOR TOPS OF COUNTERS IN STORES

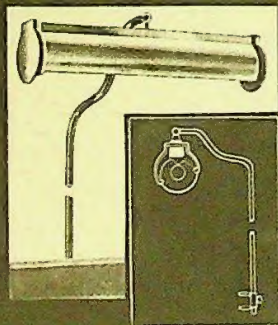
For Emphasizing Particular Displays



No. FL7006 illuminates greeting card rack below and glass letters above. Furnished complete with arms, auxiliary equipment and wiring. Size is 2 $\frac{1}{2}$ " high and 3 $\frac{1}{2}$ " deep. Standard finish is mahogany lacquer with satin nickel trim. Length is 39", height 3 $\frac{1}{2}$ ", width 3 $\frac{1}{2}$ ". See page 10 for information on letters.



No. 8093, graceful, modern top of showcase or counter fixture. Can be used to particular advantage because of curved stem which allows merchandise to be passed underneath for clear view without obstruction of upright. The shade is solid bronze and the arm and base are black glossy lacquer for contrast. Will not tip over. Size: 16" high; reflector shell, 19" long, 5" deep, 2 $\frac{1}{2}$ " high. For one 18" fluorescent lamp. Has ALZAK reflector.



No. 8097. Counter Top Display Unit. Particularly adapted for chain stores. Curved tubing centers light over counter. Tubing is polished chrome and housing is satin aluminum. Reflector is ALZAK. Length 20" overall. Height 30". Reflector shell is 4 $\frac{1}{2}$ " x 4 $\frac{1}{2}$ ". Completely wired with auxiliary for one 18" lamp. Includes arm clamp rear counter support.

No. 8096. Top of case color matching unit for viewing merchandise under conditions approximating daylight. Mounted on a non-tip 12 lb. heavy cast base with decorative prongs supporting reflector shell. Unit is 18" high overall, shell is 19" long with 6" face. 8096 is for one 18" lamp. B8096 for two 18" lamps. Both units are completely wired with cord, plug and auxiliaries. Made of bronze or made of steel, mahogany lacquer finish.



GARDEN CITY PLATING

**GARCY**  
REFLECTORS

& MFG. CO., CHICAGO

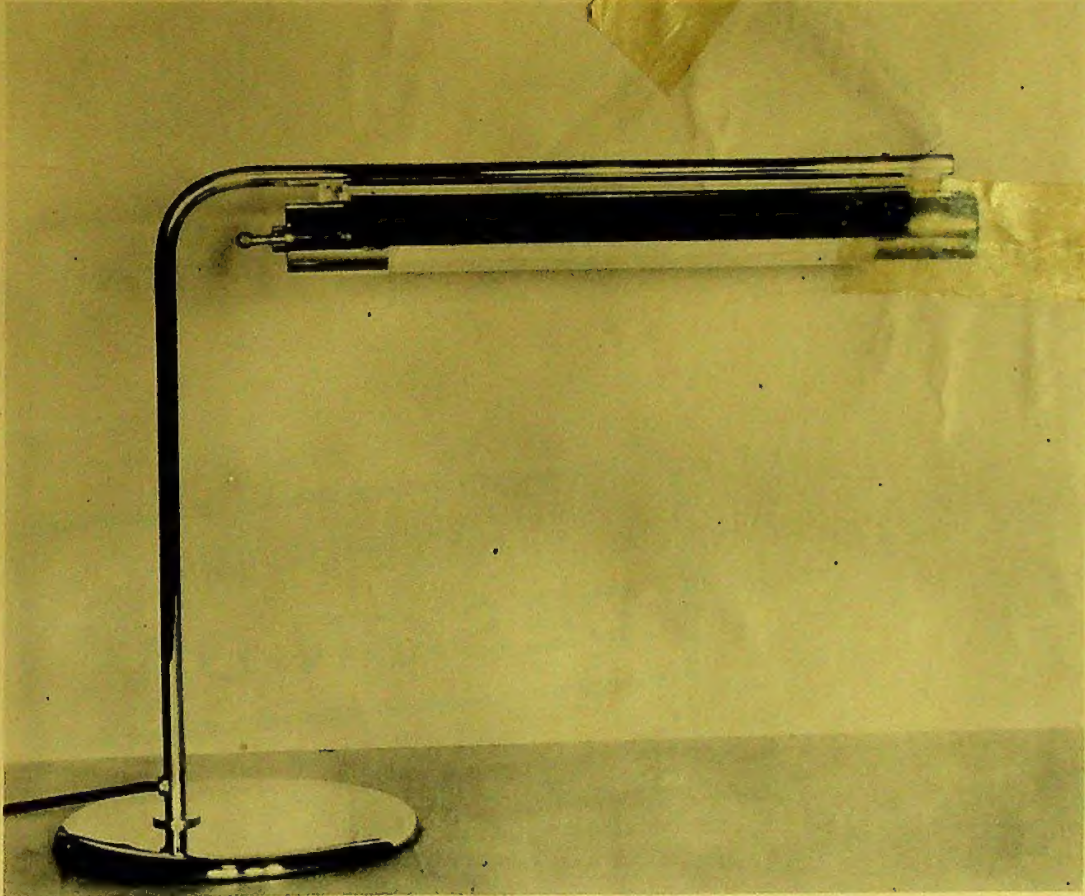
*Catalog No. 39 - 1939*



A-1

**KURT VERSEN • INC.**

**CONTEMPORARY LIGHTING**



NO. 4447

Polished chromium finish, revolving  
reflector in black enamel, white  
opal glass cylinder.

Height: 15"

Price \$24.00

(Use 40 Watt T-8 bulb)

other finishes 10% more

15%<sub>90</sub>

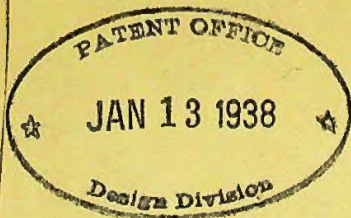
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**new york**

**plaza 3-2135**

**NEW ADDRESS  
373 FOURTH AVE**





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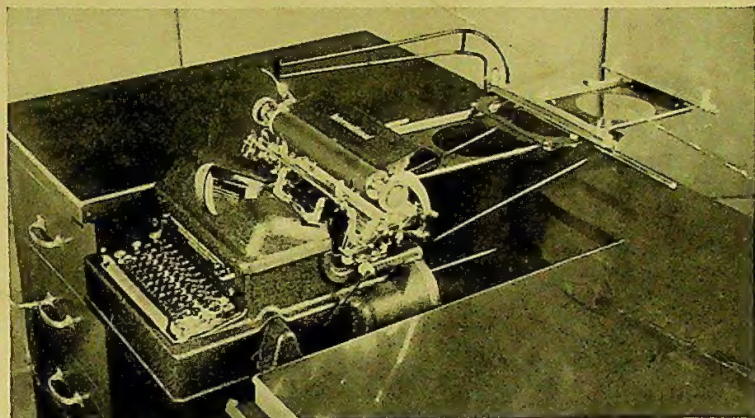
A-1

New

EQUIPMENT

Desk Lamps

136



Bill-Writing Machine

**BILL-WRITING MACHINE**—Lowered costs in bill writing and order writing are cited by the International Business Machines Corporation, New York, N. Y., as advantages of its new all-electric bill-writing machine for handling all types of continuous forms. In writing, the fingers need never leave the keyboard, since every mechanical movement of the machine is electrically powered, including carriage return, back spacer, line spacer, type shift, tabulator and type keys. Improved form carrier of light weight and sturdy construction will accommodate all types of continuous forms, it is said. It is also claimed that the machine can be adjusted to make as many as twenty clear copies.

**DESK LAMP**—For the desk that is too small or too crowded to accommodate the pedestal-type lamp the Greist Manufacturing Company, New Haven, Conn., has added this swinging arm, clamping unit to its White Knight group. It is said that the same operating details with the triple-glass Celestialite luminaire afford a day-like light over the entire desk. This brings this line to six attractive models including the floor or chair-side lamp for reception rooms or large executive offices.

**HEATER SWITCH**—New silver break a.c. heater switches are being marketed by the Arrow-Hart & Hegeman Electric Company, Hartford, Conn. Small, compact and enclosed in porcelain or bakelite, they are suggested for use with ranges, although the manufacturer states they "answer all heater needs." Features available include: Four and eight positions, two- and three-wire balanced load, three-heat, double-pole or single-pole, series parallel and other connections, single-hole fixing or yoke mounting.

**RECTIFIER BULB**—A new mercury-rectifier charger bulb, type 2-RA-6, designed for use in battery chargers or any other device where rectified a.c. is desired, is offered by Continental Electric Company, Geneva, Ill. Feature of bulb is a new and different

type, non-sagging filament developed along the lines of those used in industrial tubes where a life expectancy of 5,000 to 10,000 hours must be had; manufacturer guarantees the bulb for 2,000 hours. Universal cap connection permits the use of the Fahnestock or other type of clip and guards against breakage of the glass seal. Electrical characteristics: Filament volts, 2; amperes, 13; output amperes, 6; inverse peak voltage, 300.

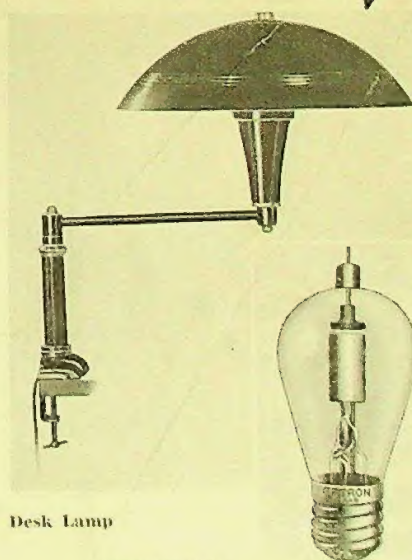
**A. C. RELAY**—A new series 110 relay by Guardian Electric Manufacturing Company, Chicago, Ill., is described as a compact, flexible and economical unit for a.c. service. Uninterrupted, reliable operation is said to be assured by a full-floating armature that eliminates friction in operation. Hum and chatter have been eliminated, it is claimed, by use of a large shading ring

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the device automatically disconnects the motor from the line when an overload occurs, reconnects it when the motor has cooled. This operation is repeated until motor is freed of overload or removed from the line. Available for motors having rated full-load currents from 1.3 to 10.4 amp.

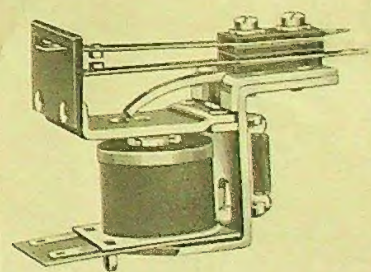
**MIDGET LINESTARTERS**—Midget contactors and linestarters comprising a line of remote-controlled, reversing and non-reversing magnetic starters for small single-phase and polyphase squirrel-cage, induction motors have been announced by Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pa. Non-reversing contactors are said to be particularly adapted for use with motors driving air-conditioning equipment, small compressors, small pumps, oil burners, domestic stokers, small fans and small machine tools. Both reversing contactors and reversing linestarters are available in these sizes:  $\frac{1}{2}$  and 1 hp., 110 volts, single and three phase; 1 hp., 220 volts, single and three phase.

**BATTERY CHARGING SHOP**—A new Tungar "Charging Shop" which will charge as many as twelve 6-volt batteries or six 12-volt batteries for 6 amp. and is intended primarily for use in service stations and garages has been announced by the General Electric Company's appliance and merchandise department, Bridgeport, Conn. Said to be a compact, vibrationless assembly, the "shop" is of heavy steel, one-unit construction and is equipped with an all-rubber plug and cord for connection to 110-volt, 60-cycle a.c. circuits.

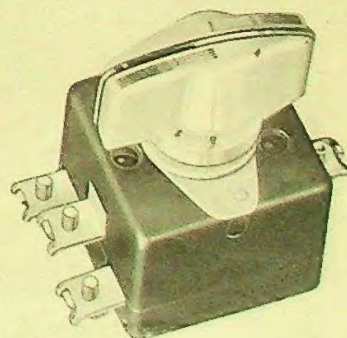


Desk Lamp

Rectifier Bulb



A.C. Relay



Heater Switch